



SAVE THE DATE

THE VERMONT AGENCY OF COMMERCE AND COMMUNITY DEVELOPMENT

PRESENTS THE

ECONOMIC DEVELOPMENT MARKETING LUNCH & LEARN

DEPLOYING CUTTING EDGE TOOLS AND
TECHNIQUES TO MARKET VERMONT

*Hosted by Secretary Michael Schirling
and Deputy Secretary Ted Brady*

In 2018, Vermont made headlines worldwide. Please join us to learn more about how economic development marketing makes ThinkVermont initiatives—including Stay to Stay Weekends, the Remote Worker Grant Program, and more—far reaching and successful.

WHEN

Wednesday, February 20
12:00 – 1:15 p.m.

WHERE

Capitol Plaza, Montpelier

PRESENTATION of the **ACCD Economic Advancement Award**

UNDERSTANDING VERMONT MIGRATION

Ken Jones, Economic Research Analyst

IDENTIFYING POTENTIAL VERMONTERS

Robbie Adler, Faraday,
Using Artificial Intelligence to
Optimize Outreach and Engagement

ON-SITE ACTIVATION AND EARNED MEDIA

Wendy Knight, Commissioner of
Tourism & Marketing

INDIVIDUAL RECRUITMENT

Joan Goldstein, Commissioner of
Economic Development

For free luncheon tickets:

[HTTPS://BIT.LY/2GEKNJ7](https://bit.ly/2GEKNJ7)



VERMONT

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