



2025 PRACTITIONER WORKSHOP

August 20 • High Point

Sponsors



Agenda

8 – 9 am

Arrival / Continental Breakfast / Networking

9 – 9:15 am

Opening Remarks / Ice Breaker

BRITTANY BRADY

President – Henderson County Partnership for Economic Development
NCEDA President

9:15 – 9:45 am

Strategies that Work: Marketing & Engagement Tactics for Site Selectors

GRETCHEN CARSON

Director, Business Recruitment – Charlotte Regional Business Alliance

LOREN HILL

Carolina Core Regional Economic Development Director
Piedmont Triad Partnership

CHRIS JOHNSON

Director – Johnston County Economic Development
Partner – NC BioPharma Crescent

9:45 – 10:15 am

Insights from the Source: What Site Selectors Want to See & Hear

DIANNE JONES

Managing Director – JLL

MATT LOWELL

Principal, Credits and Incentives - Ryan

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10:15 – 10:45 am	Networking Break
10:45 – 11 am	Connection Session
11 – 11:15 am	Shaping Policy: Why Advocacy Matters for Economic Development TREY CASH Director – Greene and Lenoir County Economic Development <i>NCEDA Legislative Committee Vice Chair</i> DAVE HORNE Attorney – Smith Anderson Law Firm <i>NCEDA Government Relations Counsel</i>
11:15 – 11:30 am	EDPNC: Research Resources for Economic Developers JACK NELMS Research Specialist – EDPNC
11:30 – 11:55 pm	ZoomProspector 201: Advanced Tools & Features LENA HOBBS-BROWN Business Recruitment and Existing Industry Specialist – EDPNC KATY PARKER Director of Project Management – EDPNC
11:55 am - Noon	Investing in Each Other: NCEDA's Mentorship Program
Noon – 1 pm	Networking Lunch
1 – 1:15 pm	Connection Session
1:15 – 2:05 pm	Breaking Through the Noise: Earned Media Strategies That Work MARIA SATIRA Vice President, Marketing and Talent Programming – Greenville ENC Alliance
2:05 – 2:20 pm	Plain Language 101: Making Your Message Clear and Impactful TIMOTHY DOWNS Regional Director, North Carolina Economic Development – Thomas & Hutton
2:20 – 2:40 pm	Networking Break
2:40 – 3:30 pm	The Power of Message: A Communications Master Class TENILLE DELLINGER Associate Director of Communications – UNC Charlotte
3:30 pm	Adjourn

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