



Indianapolis, Indiana
317.536.6255

Advanced Location Marketing

Bonus Program: Mastering Your Community Pitch

Program Description:

What's the difference between your community and others? What do they have that you don't have? Why do they get a closer look while your location is virtually ignored? Maybe they have a powerful marketing program.

In this presentation, Jim Walton reveals the answers to these and many other nagging questions. Jim helps audiences look at where their communities are now and offers simple strategies for helping them get noticed.

In his optimistic and empowering presentation, he helps communities discover their brand, craft a powerful message, and communicate in effective ways.

MORE ABOUT THE TOPIC

Advanced Location Marketing: Powerful Strategies to Attract Jobs and Grow a Workforce

Some communities have amazingly well known and influential brands, such as Las Vegas, and New Orleans. Others have weak or even damaged brands while even more are virtually unknown. But where does one begin to identify and promote a community's true brand position?

In his presentation, Jim first explains just what a brand is and then outlines a series of powerful methods that help communities understand their unique place in the mind of consumers, site selectors, retailers, real estate professionals, and prospective workers. He also shows several examples of great marketing efforts.

Desired Learning Outcome:

1. What is a brand?
2. What is your community brand?
3. What is your community brand message?
4. How can you effectively tell your story?

Bonus Program: Mastering Your Community Pitch

Life sometimes hands economic developers opportunities to make a quick sales pitch. In this short presentation, Jim will address the needs and expectations of site consultants and other target audiences, explaining just what they want to hear.



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Jim Walton's Bio:

Jim Walton is the CEO of Brand Acceleration, Inc. a national full-service award-winning marketing communications firm that works only in economic development and community marketing.

As an advertising, public relations, and brand management veteran, Jim Walton has been serving the needs of local, regional, and global clients for more than thirty years. With a broad range of experience that includes print and broadcast media, web, video, exhibit and trade show management, event marketing, and client-level advertising and marketing, Jim brings a wealth of knowledge to his clients. His e-magazine/blog, *The Brand Report*, is regularly read by more than eighteen thousand people across the nation and around the world.

The Brand Acceleration team serves clients from Indianapolis, Orlando, and San Antonio.

Presenter Contact Info:

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