

Technology Centers That Work National Leaders Forum

Promoting the Value of CTE – Building a Campaign to Address Awareness and Perception

January 28 – 30, 2020
Point Clear, Alabama

Tuesday, January 28	
10 a.m. – 12 p.m.	TCTW Advisory Council Meeting and Brunch (By Invitation Only)
1 – 1:30 p.m.	Welcome and Opening Activities Stephen Pruitt, President, SREB
1:30 – 2 p.m.	Opening Keynote – Introduction to Brand Strategy BRANDTREK™ Creating Your Brand Strategy Pam Daly, DK Brand Strategy
2– 2:45 p.m.	Define Your Audience Defining your customers and constituents – Tables begin building a Constituent Matrix to share with other attendees.
2:45 – 3 p.m.	Break
3 – 3:30 p.m.	Benchmark and Brand Teams Determining constituent perspectives – Tables learn how to conduct a SWOT analysis and use a brand team approach.
3:30 – 4:30 p.m.	Brand Promise - Identifying the functional and emotional benefits of the brand – Tables begin identifying benefits to share with other attendees.
Wednesday, January 29	
7 – 7:45 a.m.	Breakfast and Networking
8 – 9 AM	Interactive Sessions - Great Marketing Ideas From Other Career Centers <ul style="list-style-type: none"> • Building a Great Website • Podcasts and Community Events • Communicating with Counselors • Business Partner Engagement • Marketing to Parents and Students • Using Print Media

	<ul style="list-style-type: none"> • Public and Media Relations • Student Ambassador Programs
9 – 10:30 a.m.	<p>Using Digital and Social Media: Content, Community and Creativity</p> <p>Taylor Hudson, GLISI Marketing & Communications Associate</p> <p>Taylor Hudson explores how to make appropriate and strategic use of digital media platforms to deliver your message to target audiences.</p>
10:30 a.m.	Break
10:45 – 11:15 a.m.	Architecture – Best Practices for Building Visual Identity for Your Brand
11:15 – 11:45 a.m.	Walk and Talk – Completing the constituent matrix. Tables identify what they want their constituents to think, feel and do.
11:45 a.m. – 12:30 p.m.	Lunch
12:30 – 2:15 p.m.	Walk and Talk – The marketing and communications plan. Tables explore how to develop objectives, strategies and tactics by constituent. Tables complete and reach consensus on a final constituent matrix.
2:15 – 2:30 p.m.	Break
2:30 – 4 p.m.	Build Your Marketing Plan – Tables use their defined objectives and an infographic of a sample plan to build a marketing and communications plan with strategies and tactics for each constituent.
Thursday, January 30	
7 – 7:45 a.m.	Breakfast and Networking
8 - 9:15 a.m.	Finalize Marketing and Communications Plans – Tables complete their plans.
9:15 – 10 a.m.	Plan Presentations – Tables share their plans and infographics.
10:15 – 11 a.m.	<p>Closing IGNITE Sessions</p> <p>Fast. Fun. Relevant. Six speakers in 45 minutes! Our closing IGNITE lineup will get you fired up about the power of CTE.</p>