

GreenWays



JOBS FOR THE FUTURE

EMPLOYER ENGAGEMENT TOOLKIT | TOOL 3.2

HOST AN INDUSTRY-SPECIFIC BRIEFING

TOOL 3.2

Industry briefings provide employers with an opportunity to expand their network into a workforce community, access political value, meet potential customers, and learn strategic information. Ultimately, these briefings must be truly meaningful for employers. A successful event is one where business representatives leave feeling that the event was worth it; your organization does not need to have gained something in the short-term. Because these events are valuable to businesses, they are an excellent opportunity to demonstrate that your organization is a partner worth having at the table. Don't be afraid to host an industry briefing that is not focused on workforce. Instead, focus on whatever issues matter most to local employers.

Use this tool to effectively prepare for and implement an industry briefing. The worksheet walks through planning event logistics, selecting speakers, designing the agenda, and connecting to businesses. The tool also provides tips on successful approaches to each of these program elements.

WHO SHOULD USE THIS TOOL

Job developers, employer engagement staff, program managers

SECURE A TOPIC AND SPEAKER THAT WILL DRAW YOUR AUDIENCE

The centerpiece of an industry briefing is a strong speaker presenting about an issue important to the businesses you would like to attract. Reach out to potential speakers early in your planning process—popular speakers might have limited availability.

Topic: _____

A wide variety of issues, current events, or industry advances could be discussed in the briefing. The event could be particularly meaningful to the business community if you have findings on the industry trends and skill needs that you could present, discuss, and confirm. This type of data could be drawn from interviews you have had with employers or LMI.

You should already have a sense of what matters to your industry. If not, use Tool 2.5 to develop a list of potential topics to address in this event.

Relevance of topic to this audience: _____

Before you finalize a topic, consider its value to the attendees. Talk to several key businesses to make sure this is a topic of interest to them:

- » _____
- » _____
- » _____

Speaker: _____

Be ambitious when seeking a speaker, reaching out directly to recognized experts. Three criteria should guide your selection process. Pick someone who:

- » Attendees do not have access to on their own.
- » Has deep enough information to be valuable to a knowledgeable attendee.
- » Presents well—not all experts are good speakers!

A successful speaker can work in a variety of capacities. Some potentially desirable speakers include government affairs staff, elected officials, mayoral or county staff, local economists, and academics from local universities.

CONNECTING TO BUSINESSES

You should be connecting to businesses throughout the planning and implementation of the event. Reach out to businesses in advance of the meeting to ensure strong attendance, and use the event itself to create more opportunities for connection. Then follow up after the event to maintain the relationships that you have built.

MARKETING

Use as many strategies as you can to invite a large number of relevant businesses. Keep track of your efforts to make sure that you are casting a wide net:

Email lists: _____

This should be your primary method of sending information. Send save the dates and reminders in addition to the invitation.

Targeted phone calls to key businesses: _____

Social media efforts: _____

Ask your advisory board to invite their LinkedIn networks and other professional networks.

Promotion by industry associations or local chamber of commerce: _____

Ask for, and pay careful attention to, RSVPs. Collect email addresses and telephone numbers, as they will be helpful to you even after the event.

LOOKING FORWARD

You should continue to build relationships with attendees after the meeting. Follow these tips to begin your outreach:

- > At the event, offer participation in a LinkedIn or Google Group to continue the dialogue
- > Follow up after with a thank you, a summary, and any presentation slides

SAMPLE INDUSTRY BRIEFING BREAKFAST

EVENT LOGISTICS

Target industry: Environmental protection, clean energy, water quality

Event date: Tuesday, April 15

Expected number of attendees: 40

Location: Law Offices of Partner and Partner

- » Seating (will it hold all the attendees?): 80 (yes)
- » Audiovisual capacity: _____
- » Accessibility to employers: _____

Menu: Coffee, muffins, pastries, orange juice, fruit salad

Budget:

EXPENSES	REVENUE AND FUNDING SOURCES
Food	Donated by P&P Law Firm
Room rental	Donated by P&P Law Firm
Speaker honorarium	Not requested
TOTAL: \$0	TOTAL: \$0

SECURE A TOPIC AND SPEAKER THAT WILL DRAW YOUR AUDIENCE

Topic: Changing leadership and policy priorities at the Department of Energy

Relevance of topic to this audience: The Governor has recently appointed a new Commissioner of the DOE, and there is strong interest in hearing the Commissioner speak about policy priorities, legislative initiatives, budgets, and progress on existing activities.

Suggested by advisory council members at meeting on February 1.

Speaker: DOE Commissioner (not yet confirmed)

DESIGNING THE AGENDA

Bringing it all together: the agenda

TIME	ITEM	SPEAKER(S)
7:30 a.m.	Registration and Networking Breakfast	
8:00 a.m.	Welcome	Paula Director, Our Program (OP) Sarah Lawyer, Partner and Partner
8:15 a.m.	Keynote Presentation	DOE Commissioner Greenlight
8:30 a.m.	Panel Discussion	Current Employer (moderator), OP employer target 1, OP employer target 2, OP employer target 3
9:15 a.m.	Question and Answer	Current Employer (moderator)
9:45 a.m.	Thank You and Adjourn	Paula Director

Marketing

Email lists: Water quality industry employer list, clean energy industry employer list

Targeted phone calls to key businesses:

Social media efforts:

Promotion by industry associations or local chamber of commerce: State Environmental Business Council