NOVA SCOTIA REGIONAL ENTERPRISE NETWORKS

PARTNERS for PROGRESS

Valley REN
September 8, 2017

The Valley REN is committed to Collective Impact and Empowerment

Our Role

- Giving our businesses and communities the support and tools they need to accelerate their own success is essential for regional economic development. That's what we believe.

- One example of this method is our shared approach to regional marketing. We have partnered with other business-facing organizations to promote the Annapolis Valley together.

Our Project

- "Regional Marketing Toolkit"
- We are creating content and stories to communicate our value proposition through a common domain: chooseannapolisvalley.ca

Our Vision

- A cohesive, overarching narrative to change perceptions and raise the profile of this region (external) and build pride and awareness of opportunities (internal).

- Building awareness of our region will make it easier for businesses to attract talent and develop markets. This includes businesses serving the tourist market.

- It will also make it easier for our region to attract residents (including creative professionals, remote workers and entrepreneurs), which will have a direct benefit for our municipal partners and our business community.

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SEPTEMBER 8, 2017 | INVERARY INN, BADDECK

Our Strategy is fourfold:

1. To equip travelling ambassadors (e.g. business executives) with the tools to share our message ("Choose Annapolis Valley") and our value proposition – in boardrooms, tradeshows and conferences.

2. To work with our municipal and First Nation partners to support their brands and advance their marketing; this includes developing digital creative assets (video and photography) to promote our region and our communities.

3. To create networking and sales events that bring businesses together from inside and outside our region, to showcase our business opportunities and our region (e.g. our Fall/Winter campaign around the theme "Innovation Grows Here").

4. To tell our stories and promote our region through provincial and national media.

QUESTIONS?