



AUBURN
Outreach
Government & Economic
Development Institute

THE USE OF DATA, INFORMATION, AND TECHNOLOGY FOR ECONOMIC DEVELOPMENT

March 6, 2024 - VIRTUAL

10:00 - 10:15 WELCOME AND PARTICIPANT INTRODUCTIONS

10:15 - 11:30 THE USE OF TECHNOLOGY FOR ECONOMIC DEVELOPMENT: FROM AI TO VR AND MARKETING TO SITE VISITS

Linda Mosely
Co-Founder / Chief Executive Officer
365 Degree Total Marketing

11:30 - 12:15 LUNCH BREAK

12:15 - 1:20 THE USE OF DATA AND INFORMATION FOR ECONOMIC DEVELOPMENT IN 2024

Sharon Younger, PhD
Founder
Younger Associates, Inc.

1:20 - 1:30 BREAK

1:30 - 2:15 CASE STUDIES

2:15 - 2:25 BREAK

2:25 - 3:35 BEST PRACTICES FROM ACROSS ALABAMA

PANEL MEMBERS:

Matt Arnold; President/CEO, Marshall County Economic Development Council
McCall Lugo; Economic Development Manager, Baldwin County Economic Development Alliance
Rachel Madore; Senior Project Manager of Business Intelligence and Resources, Alabama Department of Commerce

3:35 - 3:45 BREAK

3:45 - 4:30 YOUR TURN

Participants share challenges, ideas, and successes - and learn from one another.

CONTACT DETAILS

Amelia Hall Stehouwer | (334) 844-5394 | amelia@auburn.edu