

Historic Stoughton Marketing Conference Agenda

February 26, 2009 – 8:00am – 4:30pm

MORNING: - GENERAL SESSION - (Stoughton Opera House)

1. Registration & Continental Breakfast..... 8:00 – 9:00 am
2. Opening Remarks Ross Scovotti..... 9:00 – 9:10 am
3. Introduction Mayor, Jim Griffin 9:10 – 9:15 am
“Welcome Introduction”
4. Keynote Lt. Governor, Barbara Lawton 9:15 – 9:40 am
“Promoting Heritage & Cultural Assets To Attract Economic Growth”
5. MC Transition Ross Scovotti..... 9:40 – 9:45 am
6. Stoughton Chamber Dave Phillips..... 9:45 – 10:00 am
“Build On Our Heritage / Unite For Strength”
7. DOT Bureau of Integrated Sarah Klavas, Brand Manager and Director 10:00 – 10:15 am
Communications & Mktg. *“Wisconsin’s Brand Strategy and How Stoughton Can Leverage It”*
8. Break 10:15 – 10:30 am
9. MC Transition Ross Scovotti..... 10:30 – 10:35 am
10. HSBA / PA Gary Walker 10:35 – 11:00 am
“Promoting Our Historic & Cultural Assets”
“Survey Report – Consumer Perceptions Of Stoughton”
11. Event Survey Results Dr. Carol Scovotti, UW Whitewater..... 11:00 – 11:20 am
“Surveys Report – Retail Benefits Of Stoughton Events”
12. Retail Marketing Dr. Marilyn Lavin, UW Whitewater 11:20 – 11:55 am
“Retail Strategies That Work In Small Communities”
13. MC Transition Ross Scovotti 11:55 – 12:00 pm

AFTERNOON: - PLANNING SESSION – (Stoughton Fire House Meeting Room)

14. Lunch (noon) Mary Boeding, Director, Kraft Foods (retired)..... 12:45 – 1:00 pm
“Branding – Leveraging Strengths of Portfolio of Brands”
15. Afternoon Intro Ross Scovotti / Mary Boeding..... 1:00 – 1:15 pm
“Building Stoughton’s portfolio into a strategic advantage”
16. Planning Session Mary Boeding / All Participants 1:15 – 3:15 pm
17. MC Close Ross Scovotti..... 3:15 – 3:30 pm
“What’s Next – Packets, Meetings, Signups, etc.!”
18. Post Conference Reception 3:30 – 4:30 pm

To Register or for Registration Information contact:

Stoughton Chamber of Commerce: Dave Phillips, administrator@stoughtonwi.com or (608) 873-7912

For general conference information contact:

Event Coordinator: Ross Scovotti, ross@scovotticentral.com or call (608) 873-6268