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May 2008

Economic Development Newsletter

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Marketing to Site Selectors
Tuesday, June 17
10:00 am CDT

Website Marketing
Tuesday, August 12
10:00 am CDT

- [Services](#)

Community Field Audit
Evaluate communities through the eyes of a site seeker and then report back with comments and suggestions for improvement.

Board Leadership Training
Designed to help your community leadership/Board understand the site selection process and what prospects are expecting of the community leaders who make up most Boards.

Website Navigation Report
Gives exact industry-specific outlines for community data required by most site selectors. The reports also provide customized online links to key data sources.

As I See It

Marketing to Location Consultants: Secrets of Successful Familiarization Tours



One of the more popular approaches for marketing to consultants is through the use of familiarization, or "fam", tours. These tours are usually associated with a major sporting or recreational event in the community/area/state offering the invitation. They may range from invitations to the Olympics to a round of golf at the local country club or seats for a major league or college sporting event.

"Fam" tours offer a unique opportunity for the local leadership to meet directly with location consultants, to show the consultants the attributes of the area firsthand, and to build a relationship that can extend well beyond the tour itself.

Because of the time involved promoting and preparing for these tours by the sponsoring local economic development organizations and other agencies and corporations, each tour must be very carefully planned and orchestrated. To show poor coordination, conflicts or oversights can be counterproductive to the purpose of the tour. Remember: you are putting on display not only your community but the competence, teamwork, and leadership of the host organizations.

Although the tour suggestions that follow represent the majority opinions of me, fellow location consultants, and E.D. professionals, they are by no means unanimous. But hopefully they will provide insights into best practices

Community Website Assessment

Ady International will review your community's economic development website with our 35+ point checklist and evaluate how the community can attract more location prospects through the website.

Community Labor Market Evaluation

Evaluate your labor market (primary, secondary, and auxiliary) based on the statistics and criteria used by site selection firms.

[Click Here for More Information](#)

More Information

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[Bob Ady](#)
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associated with familiarization tours.

Pre-Tour Publicity

In terms of consultant participation, the preferred number of attendees ranges from 10 to 20. To have a greater number dilutes the tour and lessens the one-on-one time. With less than 10, consultants feel a little overwhelmed, especially when the ratio of locals to consultants exceeds five-to-one.

Publicity regarding the familiarization tour should be provided to the invitees no less than three months in advance and an agenda should be sent as soon as possible. The invitation should mention what expenses, if any, will be included for the event, e.g., transportation, meals, lodging and tickets to the event.

Based on discussions with economic development professionals that have promoted "fam" tours, most believe the consultant response rate is higher if spouses are included. Consultants themselves are ambivalent. My own feeling is that when spouses attend, the tour becomes much more "social" and much less business-oriented.

Tour Organization

The consensus is that the preferred tour time extends from Thursday night until Sunday morning. That provides enough time to enjoy the event and to learn about the area and its leadership without taking too many days away from the office.

During the Tour

Depending on the event, time should be set-aside on BOTH Friday and Saturday for area familiarization, which, of course, is the purpose of the tour. Most believe that this time may be used for the following information exchanges:

1. Overview Presentation

- Presented by E.D. Leadership
- Topic: Key Locational Characteristics

2. Sites and Buildings

- Presented by E.D. Leadership
- Topic: Available Sites and Buildings

3. Testimonials

- Presented by local businesses
- Topic: Experiences

4. State Programs

- Presented by State Representative
- Topic: Latest Legislative Activities

5. Specific Locational Topics

- Typical topics might include: training, incentives,

electric power, etc.

- Presented by responsible organization

6. Consultant Feedback

- Presented by attending consultants
- Topic: Area Impressions

Post Tour Follow-Up

Surprisingly, a post tour follow-up is seldom undertaken by the sponsors. General questions to the consultants about their experiences regarding the tour are appropriate and will be of value in evaluating the overall success of the tour.

Familiarization tours can be an excellent venue for showcasing your area and its attributes but be certain to consider these guidelines so that you get the best return possible for your investment.

Ady International Webinars

Upcoming Webinar: Marketing to Site Selectors

Tuesday, June 17, 10am CDT

Site selection consultants lead the majority of site selection projects today. How can a community best communicate to and build relationships with these expert intermediaries? Bob Ady, who has located more facilities in the US than any other individual, will share with you the inside story of how a site selector thinks, what they care about, and how to reach them. Don't miss this unique opportunity to hear Bob tell it like it is - so you can make the most effective use of your marketing budget.

During this webinar, Bob will address the following and related topics:

- How important are websites versus personal visits, mailings, gifts, receptions, newsletters, trade advertising, and other marketing tactics?
- What's the single greatest marketing opportunity that communities involved in a site selection project most frequently overlook?
- How important are testimonials in marketing your community? When is the most effective time to use them?
- Do site selectors care if a new building or commercial/industrial site becomes available in my community? If so, how should we let them know about

it?

- How many site selection consultants are there? Is there a directory of them? Who else gets involved in corporate site selection?

This 60-minute webinar will include a presentation, question and answer session, and a copy of the presentation content downloadable in PDF format after completing a brief, anonymous post-webinar survey.

Price: \$150

[Register now](#)

Ady International Company is the authority on site selection. Our principal, Robert M. Ady, has conducted more corporate relocations in the United States than any other individual. He brings a wealth of experience to your site selection project, as well as longstanding relationships with economic development organizations nationwide.

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<http://www.adyinternational.com/webinar.php>

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