



Marketing Your Community Through Placemaking & Storytelling

AGENDA

- 8:30 a.m.-9:00 a.m. **Registration and Continental Breakfast**
- 9:00 a.m.-9:15 a.m. **Welcome & Introductions**
Paul Kimmell, Chairman, INP Board of Directors
- 9:15 a.m.-10:00 a.m. **The Presence Economy: Becoming More Present in an Era of Engagement Erosion**
Tim Fry, President
468 Communications
Bellingham, WA
- 10:00a.m-12:15 p.m. **Marketing Strategies & Technologies In Depth**
- Generational Marketing: The Best Ways to Reach Your Target Market**
Bonnie Quinn Clausen, Agency Principal
QUINN, Spokane, WA
- Break**
- The Role of Traditional Media in a Digital World**
Rod Schwartz, Owner/Creative Director
Grace Broadcast Sales/First Strike Advertising, Pullman, WA
- Break**
- Understanding & Utilizing Digital Marketing and Social Media**
Josh Wade, President/CEO
Nectar Media Spokane, WA
- 12:15 p.m.-2:00 p.m. **Lunch & Keynote Presentation**
- The Art of Storytelling for the Presence Economy: Strategies, Tips and Best Practices**
Tim Fry, President
468 Communications
Bellingham, WA
- 2:00 p.m.- 2:15 p.m. Community Reports & Concluding Remarks

Inland Northwest Partners
2018 Fall Meeting

Tuesday
Oct. 30, 2018

Hayden Lake Country Club
2362 E. Bozanta Dr.
Hayden, ID 83835

FOUNDING INVESTOR
Avista Corporation

MAJOR INVESTORS
Alaska Airlines
City of Post Falls
Cowles Company
Gritman Medical Center
Idaho Department of
Commerce

CONTRIBUTING INVESTORS
Bank of America
Garco Construction
Hotstart
Nez Perce Tribal
Enterprises
TD&H Engineering
The Spokesman Review
WSU Extension-Community
& Economic Development

Cost: \$40 for INP members; \$60 for non-members;
(cancellations with refunds will be accepted through October 26, 2018.)

To Register: Just fill out the form below and mail it, along with your pre-payment to INP, PO Box 164, Liberty Lake, WA 99019 or register online at www.inwp.org.

For more information: Call (509) 495-4064 or visit our web site www.inwp.org.

Directions to the Hayden Lake Country Club: From 1-90, exit onto Highway 95 northbound; proceed for approximately 7 miles; turn right onto Hayden Avenue and proceed straight for one mile; turn left at the "Hayden Lake Country Club" Sign; Curve towards the lake for entrance into the upper & lower parking lots.



Name: _____

Organization: _____

Address: _____

Telephone Number: _____ Email Address: _____

Number of people attending & names: _____

Amount Enclosed \$ _____ Special Dietary Request _____

Please send this form and prepayment to INP, P.O. Box 164, Liberty Lake, WA 99019