



## **HOW WILL WE AGREE ON "WHO WE ARE"? HOW WILL WE COMMUNICATE TO THE WORLD?**

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### Key Discussion:

#### Civic Leaders Identified:

Civic leaders, business (corporate) potential residents, current promoters, educational institutions, giving community, retirees, college graduates, critics.

#### What they can provide?

Direction and moderation of dialog, criteria for headquarter desirability, desired quality of life, marketable qualities list, platform for disseminating information, financial support, feedback on effective marketing, exit survey data, negative perceptions

#### Where we can find them?

Government entities, focus groups, out of state colleges, primary and secondary, Rollins, other focus groups.



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### What should stakeholders discuss?

- Identify characteristics of the brand
- Determine metrics for brand characteristics
- Determine the resources necessary to portray desired brand
- Analyze media content for strengths and weaknesses
- Extract marketing implications from strengths and weaknesses
- Define "quality of life" from internal and external perspectives
- How to communicate brand promotion benefits for all stakeholders
- Closing gap between our perceived brand and outsiders' perceived brand

### What should the Brand Promotion Involve?

- Philanthropic investment
- Cross-collaboration
- Embrace the tourist culture
- Celebration of celebrities and area achievers
- Highlighting the old and new features

### Obstacles to the Process:

- Lack of business (corporate) commitment
- Buy-in from the theme park/attractions community

### Important Questions for Stakeholder:

- What is the initial attraction?
- Why do residents choose to stay?
- Why do graduates leave?
- Why do workers leave?
- What does the future hold in terms of new industry, infrastructure and resources?
- What is our problem- solving culture/plan?
- What is the membership of the collective who will be responsible for carrying out the branding process moving forward?

### Where is this issue in the "Six Steps to Civic Innovation"?

This group of Civic Innovators concluded that we are on Step 2: *Research*.



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### What's next?

1. Conduct an independent outside "audit" of the Central Florida Brand...what is perceived; what is believed in response to the story we have been telling (our marketing/communications)?
2. Unite stakeholders behind a single group responsible for crafting the story, i.e., the on-going effort by the Metro Orlando Economic Development Commission, *Central Florida Partnership*, and Visit Orlando. Need public sector engagement/buy-in.
3. Identify brand characteristics and establish metrics for how they are valued locally, as well as by others (i.e., what qualifies as "quality of life" may differ elsewhere and among various demographics.
4. Strive for a brand message that everyone (individuals, communities, companies, etc.) will want to adopt and incorporate into their story-telling (cross-collaboration is key).
5. Learn from our newcomers ... the attributes that are attracting people today are our most important assets and may differ from what brought/kept longtime stakeholders.
6. Our youngest stakeholders need to be a target audience ... for instance, the nearly 60,000 students at UCF ... because we need them to know why they should stay and that will speak volumes to the world.

### Who owns the next step?

The Metro Orlando Economic Development Commission, Visit Orlando and the *Central Florida Partnership*.