## AGENDA

### Day 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Breakfast (provided)</td>
</tr>
<tr>
<td>8:30</td>
<td>Introductions/Overview of Training</td>
</tr>
<tr>
<td>9:00</td>
<td>Collecting information about your region</td>
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<tr>
<td>10:00</td>
<td>Break (15 mins)</td>
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<tr>
<td>10:15</td>
<td>Accessing demographic and economic data</td>
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<tr>
<td></td>
<td>• Basic demographic trends</td>
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<tr>
<td></td>
<td>• Overall regional well being</td>
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<td></td>
<td>• Migration patterns</td>
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<tr>
<td>12:00</td>
<td>Lunch (on your own)</td>
</tr>
<tr>
<td>1:00</td>
<td>Understanding your regional economy</td>
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<tr>
<td></td>
<td>• Industry data structure and sources</td>
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<td></td>
<td>• Basic industry trend analysis</td>
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<tr>
<td>2:00</td>
<td>Break (15 mins; snack provided)</td>
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<tr>
<td>2:15</td>
<td>Understanding your regional economy, con’t</td>
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<tr>
<td></td>
<td>• Determining economic drivers</td>
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<td>• Identifying key companies and employers</td>
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<tr>
<td>4:00</td>
<td>Adjourn</td>
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### Day 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Breakfast (provided)</td>
</tr>
<tr>
<td>8:30</td>
<td>Occupational trends and analysis</td>
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<tr>
<td></td>
<td>• Occupational Employment Statistics</td>
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<td>• National staffing patterns</td>
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<td>• O*NET</td>
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<tr>
<td>10:00</td>
<td>Break (15 mins)</td>
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<tr>
<td>10:15</td>
<td>Higher Education Data</td>
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<tr>
<td>11:00</td>
<td>Developing your Story</td>
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<tr>
<td>12:00</td>
<td>Lunch (on your own)</td>
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<tr>
<td>1:00</td>
<td>Using Local Employment Dynamics (LED) data</td>
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<td></td>
<td>• Quarterly Workforce Indicators</td>
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<td>• OnTheMap</td>
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<tr>
<td>2:30</td>
<td>Break (15 mins; snack provided)</td>
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<tr>
<td>2:45</td>
<td>Presenting your data and information</td>
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<td>• Basic data presentation tips</td>
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<td>• Interacting with the media</td>
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<td>4:00</td>
<td>Adjourn</td>
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### Day 3

<table>
<thead>
<tr>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Breakfast (provided)</td>
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<tr>
<td>8:30</td>
<td>Finalizing regional presentations</td>
</tr>
<tr>
<td>9:30</td>
<td>Regional presentations (morning snack available at 10:00)</td>
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<tr>
<td>11:30</td>
<td>Questions/wrap-up</td>
</tr>
<tr>
<td>12:00</td>
<td>Adjourn</td>
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</tbody>
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