



Marketing: Creating Value

For Tennessee Leadership Programs





Discussion points

Who We Are
Overview

Creating Value for Applicants

Creating Value for Employers

Creating Value for Sponsors

Implementation Tips

Q&A

Your presenters



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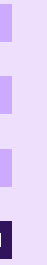
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First things first:

Navigating leadership programs in a virtual world is new to all of us. Don't avoid it — embrace it!



Let's talk applicants

Applicants need to know what to expect; otherwise, they may hesitate to apply for a virtual program. Focus on:

- Highlighting the uniqueness of the experience
- Sharing ideas about ways to connect outside of class
- Requesting ongoing feedback



Engaging employers

In many markets, leadership participants' employers foot the bill for tuition. How do you ensure they see the value in the program when it's all virtual? Try:

- Taking a step back to highlight the original value proposition of your program
- Reminding employers of what their employees will bring back to their workplaces
- Asking what success looks like to top-participating employers



Don't forget sponsors

Sponsors are responsible in many ways for the continued success of your programs. How can you ensure they see value in your program?

- Provide proper recognition throughout the program and year
- Show gratitude for their support and request feedback from their perspective
- Provide opportunities to meet upcoming leaders and showcase their brand to this group



Implementation tips

01 **Don't neglect social**
Communicate often, and consider sponsoring posts

02 **Utilize email lists**
Communicate with all audiences, including alumni

03 **Host roundtables**
Allow sponsors and employers to share their thoughts

04 **Create surveys**
Surveys will allow participants to offer actionable feedback



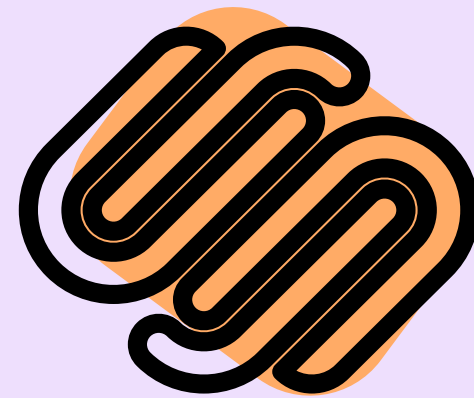
Tools we love



MAILCHIMP



SURVEY MONKEY



SQUARESPACE



CANVA



ADOBE SPARK



BUFFER

Connect with us



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