

2020 ECONOMIC DEVELOPMENT WEEK TOOLKIT

MAY 4-9, 2020



WHAT IS ECONOMIC DEVELOPMENT WEEK?

About Economic Development Week

Economic Development Week was created by the International Economic Development Council (IEDC) in 2016 to increase awareness of local programs that create jobs, advance career development opportunities, and improve the quality of life in communities everywhere. Over the span of four years, more than 450 campaigns have been created throughout the United States and Canada, creating millions of impressions, hundreds of news stories, blog entries, videos, events and other activities. Campaigns occurred in all 50 American states in 2019, with more than 60 communities officially proclaiming Economic Development Week.

About IEDC

The International Economic Development Council is a non-profit, non-partisan membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions. IEDC's programs offer world-class professional development, accreditation, research and advocacy.

Visit the IEDC Economic Development Week website [here!](#)

AAED's Economic Development Week

Our theme this year is [Resilient Arizona Communities](#).

Over the course of the week, we will be highlighting the ways Arizona communities are staying strong during the COVID-19 pandemic through innovation and collaboration. We will be sharing mini-interviews, webinars, resources, and featuring Arizona communities on our social media channels and website.

Be sure to follow [#aaedAZ](#) [#resilientAZ](#) [#aztogether](#) [#EconDevWeek](#) and [#EDW2020](#) to participate in Economic Development Week.

Take a look at the schedule on the following page and mark your calendars!

WHAT TO LOOK FORWARD TO THIS WEEK

Monday, May 4, 2020

- An exclusive mini-interview with one of our members
- A story of resilience from an Arizona community
- Featured community in AZ
- Nightly recap of Social Media engagement

Tuesday, May 5, 2020

- An exclusive mini-interview with one of our members
- A story of resilience from an Arizona community
- Featured community in AZ
- Webinar — Happy Hour with AAED's new Executive Director, Carrie Kelly — 5PM
- Nightly recap of Social Media engagement

Wednesday, May 6, 2020

- An exclusive mini-interview with one of our members
- A story of resilience from an Arizona community
- Featured community in AZ
- Webinar — Q&A with panel
- Nightly recap of Social Media engagement

Thursday, May 7, 2020

- Webinar — Morning "Happy Hour"
- An exclusive mini-interview with one of our members
- A story of resilience from an Arizona community
- Featured community in AZ
- Nightly recap of Social Media engagement

Friday, May 8, 2020

- An exclusive mini-interview with one of our members
- A story of resilience from an Arizona community
- Featured community in AZ
- Webinar — Rapid Fire Lunch — noon
- Nightly recap of Social Media engagement

Saturday, May 9, 2020

- An exclusive mini-interview with one of our members
- A story of resilience from an Arizona community
- Featured community in AZ
- Nightly recap of Social Media engagement

SOCIAL MEDIA

Click the icons below to follow IEDC on these official social media channels:



IEDCOnline



IEDCTweets



IEDC



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Click the icons below to follow AAED on these official social media channels:



Arizona
Association
for Economic
Development



AAED



Arizona
Association
for Economic
Development



aaed_az



Arizona
Association
for Economic
Development

To participate in Economic Development Week, be sure to follow:

#aaedAZ #resilientAZ #EconDevWeek #EDW2020 #aztogether

IEDC SAMPLE SOCIAL MEDIA POSTS

Be sure to add #aaedAZ, #resilientAZ, and #aztogether!

For LinkedIn & Facebook:

Post 1: Communities across the globe are preparing to participate in the 2020 Economic Development Week celebration, and so are we. We'd like to hear from you: what economic development topics would you like to learn about? #EconDevWeek #EDW2020 – **ADD URL**

Post 2: Save the dates! 2020 #EconDev Week runs from May 4 – 9. Keep an eye out as we prepare to showcase the programs – and the people – who make our communities stronger! – **ADD URL**

Post 3: 2020 #EconDevWeek kicks off today! Watch for [tag your organization] events and activities all week. #EDW2020 – **ADD URL**

For Twitter and Instagram:

Post 1: We worked with # businesses in 2019. We're aiming to help # in 2020. Let's make your organization one of them. Learn more about what we're doing to strengthen local business and create jobs in [your community] by participating in #EconDevWeek! Check out our event calendar – **ADD URL**

Post 2: It's official! We've declared #EDW2020 in city/county. Thanks to our elected officials for recognizing the value of the profession. #EconDevWeek @iedctweets – **ADD URL**

Post 3: In 2019, # new businesses launched in [your city, county]. Find out what it takes to successfully launch yours this year. EDW2020 – **ADD URL**

ARTWORK AND TEMPLATES

To access IEDC's templates and artwork, click [here](#) or copy and paste this link into your browser:

<https://drive.google.com/drive/folders/1laL0nB0fcGDFlt-2-fZnixCxMT8zAsib?usp=sharing>

To access AAED's artwork, click [here](#) or copy and paste this link into your browser:

https://drive.google.com/drive/folders/120UWr_jDLdpX2ROcorXv6mI7SG20iUqZ?usp=sharing