

Minutes
Advisory Committee on International Trade – Sub-Committee on Communications
Virginia Economic Development Partnership
December 5, 2024

Microsoft Teams

Call to Order

The meeting was called to order at 10:05 a.m. by Mike Ligon, Chairman of the VEDP Advisory Committee on International Trade.

Members Present: Bob Feeser
 Mike Ligon, Chair
 David White

Staff Present: Stephanie Agee
 Lindsey Bertozzi
 Pryor Green
 Madison Reiley
 Julie Richmond
 Mary Wood

Welcome and Chairman's Remarks

Chairman Mike Ligon welcomed sub-committee members and VEDP staff to the meeting at 10:05 a.m.

Public Comments

Chairman Ligon solicited for public comments. There were none.

ACIT Advisory Sub-Committee Comments

Stephanie Agee commented the meeting was organized as a follow up to the previous sub-committee meetings and the discussion in the full ACIT committee meeting held on November 12.

Ms. Agee recommended that VEDP take the lead on developing communications about international trade and its impact on Virginia while the Advisory Committee can amplify the messaging through social media networks. She suggested the potential for some ACIT member's voices to also be utilized in the messaging.

Ms. Agee said in the last few months she had been working with VEDP's Marketing and Communications (M&C) team on some options and strategies around pro-trade communications. She introduced Pryor Green and Madison Reiley of the M&C team who have worked together on initiatives to drive more trade-related communications using different social media platforms.

Ms. Green and Ms. Reiley discussed their proposed strategy of leaning into more pro-active story telling given the number of business success stories International Trade already has. In addition to VEDP's and VEDP International Trade's websites, the Marketing and Communications team will continue to utilize LinkedIn, Facebook, and Twitter to put out trade-related messaging. They will use social media analytics to track the size and makeup of the audience, net growth, posts, impressions, engagement, and engagement rates. They said they would share recent analytics with the ACIT members.

Ms. Green offered that simply making a comment on a post or sharing it helps with visibility and that the ACIT members could be helpful by doing so. She indicated that M&C plans to use the 2025 Beyond Virginia trade calendar, the upcoming VALET graduation and orientation, and trade-related content from the Virginia Economic Review to create posts in the near future. She also suggested using case studies or International Trade client highlights to aid in messaging.

The sub-committee also discussed the importance of understanding the analytics resulting from social media campaigns and the demographics of those engaging with the pro-trade posts and the website so that the messaging can be better targeted.

The sub-committee agreed to VEDP taking the lead on the communications strategy and execution and continuing the discussion with the full committee.

The Chairman thanked everyone for their participation.

Adjournment

There being no further business, the meeting adjourned at 10:41 a.m.