

A person in a dark suit and tie is shown from the chest up, holding a glowing, golden globe in their hands. The globe is the central focus, with a bright light emanating from it. The background is dark, making the glowing globe and the person's hands stand out.

WEDA

# Prospect **Development** Program

Helping You Identify More Projects  
And Create More Jobs



[wedaconnect.com](http://wedaconnect.com)

# WEDA Prospect Development Program

## Introduction

Is your ED group searching for the most cost-effective way to get in front of active projects? With over two decades of experience working with companies, WEDA is your direct link to companies on the move. WEDA offers a variety of programs that can align with your specific needs. From full service solution, to our basic Internet Program, WEDA can get you in the game of business attraction.

## PART 1: OVERVIEW OF PROGRAMS

**WEDA ELITE:** 95% of WEDA members take advantage of our Elite Program. It is our most comprehensive and full service business attraction program. Our Elite Program that not only saves you money, but puts your community in front of expanding or relocating companies. This program offers interactive micro-sites, social postings, news postings, free trade shows & VIP events, along with your ability to choose to work with any of our active projects. The average marketing savings on our Elite Program is \$27,000 per year.

**WEDA PROSPECTOR:** Want only prospects? WEDA's Prospector Program is everything our Elite Program delivers with the exception of the projects and ability to attend Trade Shows and VIP Events. Our Prospector Program is a great way to start building a relationship with our projects and our professional staff.

**WEDA TRADE SHOW:** Need to save thousands on trade show costs? WEDA's Trade Show Program is a no-brainer. At a savings of over \$12,000 per show, you can attend up to 6 trade shows per year for one minimal investment.

**WEDA INTERNET:** Want to stay connected? Our Internet Program provides you with a fully interactive micro-site on wedanet.com's portal. This "who's who" of economic development professionals is a quick and easy way to spotlight your community and stay connected.



Teaming up with WEDA is the perfect way to reach a very targeted audience without the expense of over \$12,000 it would cost by exhibiting on your own.





# WEDA Prospect Development Program

## Superior Project Qualification

### Step 1

**Initial Contact-** An average of 3-5 calls are made before initial contact is actually made. Basic contact information is obtained and cross-checked for accuracy and actual interest.

### Step 2

**The Interview-** Each project goes through an interview and a questionnaire profile. This identifies the specific needs which further qualifies the project and identifies their genuine interests for their new site.

### Step 3

**The Transfer-** All information is transferred to your Project Center for tracking and processing.

### Step 4

**The Report-** Full detailed reports and notes are pulled from the data structure and put into an easy-to-read format.

### Step 5

**The Processing-** Each project is sent to the appropriate area of interest within minutes of pre-qualification via e-mail.

### Step 6

**The Quarterly Report-** Every quarter, you will receive a report of all the projects sent to you. This report allows for cross-checking to ensure every project has been followed up with properly.

### Step 7

**The Annual Report-** Each year, you will receive an annual report which outlines all of your projects and the success of the media we implanted. This information is a valuable asset in identifying media that will strengthen your future campaigns.

## PART 2 – HOW IT WORKS FOR YOU

- WEDA secures a limited number of representatives from around your state, country, and providence to ensure exclusivity.
- WEDA implements a diverse campaign which targets the fastest growing industries in the world. The campaign further targets geographic regions that have exhibited a high rate of expansion or relocation. All media reinforces this core audience through direct mail campaigns, trade shows, association networking, telemarketing, publications, public relations, and development on the Internet.
- An intense campaign of interviews and surveys with each respondent identifies critical data that will best assist you in developing a presentation for the project. You will receive a detailed project report that will provide you with this critical data via e-mail for fast and efficient follow up with the project.
- Each quarter you will receive a hard copy of every project that has been delivered to you. This will ensure you have followed up with every project.
- At the end of each year, you will be provided a detailed report of every project that has been delivered to you. This will ensure you have followed up with every project effectively.
- Finally, you will be provided with critical data and research gathered throughout the year detailing which media was most effective. This will help you identify where your money can best be invested the following year to position you to be even more successful.

### Summary

WEDA will deliver projects from the fastest growing industries in the world from a variety of media for an entire year. Statistics show a small 10-man expansion into an area will make more than a \$1 million economic impact in the first year alone. If, during the course of 5 years, you attract just one company, your investment will have paid for itself many times over.



# WEDA Prospect Development Program

## PROGRAM COMPARISONS

### ELITE (ALL- INCLUSIVE)

**\$8,500**

#### ALL Project Alerts

- Full Interactive Micro Site
- Unlimited Buildings and Sites
- Unlimited Press Releases
- Social Posts
- National Distribution
- Interactive Digital Brochure
- Dedicated Project Manager
- 500 Site Locator Database
- Free Use of Area Expert Badge On Your Website
- Co-Exhibit with WEDA
- Trade Show Connect Reports
- \*Two Badges for ALL Shows
- Display Marketing Materials
- WEDA VIP Networking Event

### PROSPECTOR

**\$4,950**

#### ALL Project Alerts

- Full Interactive Micro Site
- Unlimited Buildings and Sites
- Unlimited Press Releases
- Social Posts
- National Distribution
- Interactive Digital Brochure
- Dedicated Project Manager
- 500 Site Locator Database
- Free Use of Area Expert Badge On Your Website
- Co-Exhibit with WEDA
- Trade Show Connect Reports
- \*Two Badges for ALL Shows
- Display Marketing Materials
- WEDA VIP Networking Event

### TRADE SHOW

**\$2,950**

- Full Interactive Micro Site
- Unlimited Buildings and Sites
- Unlimited Press Releases
- Social Posts
- National Distribution
- Interactive Digital Brochure
- Dedicated Project Manager
- 500 Site Locator Database
- Free Use of Area Expert Badge On Your Website
- Co-Exhibit with WEDA
- Trade Show Connect Reports
- \*Two Badges for ALL Shows
- Display Marketing Materials
- WEDA VIP Networking Event

\* Some shows require each participant to purchase individual exhibit badges. In these cases members are responsible for these fees. These fees can range from \$50 to \$350.

