



*Striving to build  
community and  
economic  
capacity....*

*As the first provincial organization to develop and implement economic development training for its market, SEDA maintains its leadership in education and skills development via a core program augmented by seminars on current issues.*

*Educational offerings are enhanced on an ongoing basis to meet current needs of the sector.*

*“The future of every community lies in capturing the passion, imagination and resources of its people.”*

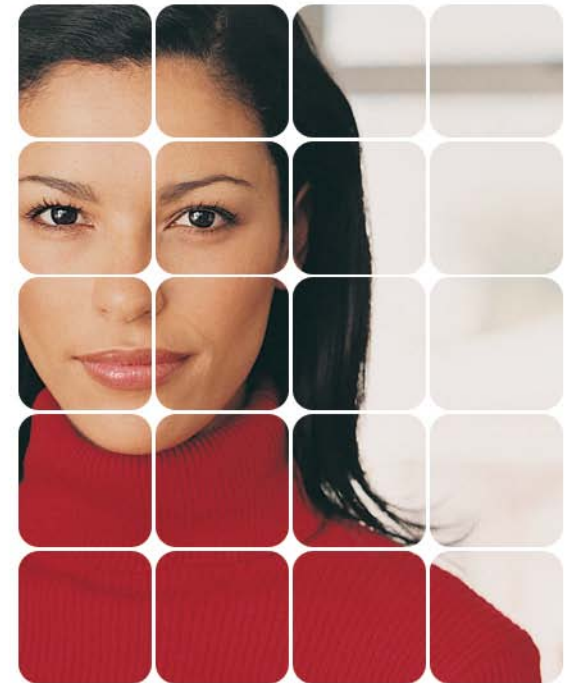
*Ernesto Sirolli*



Saskatchewan Economic  
Development Association Inc.

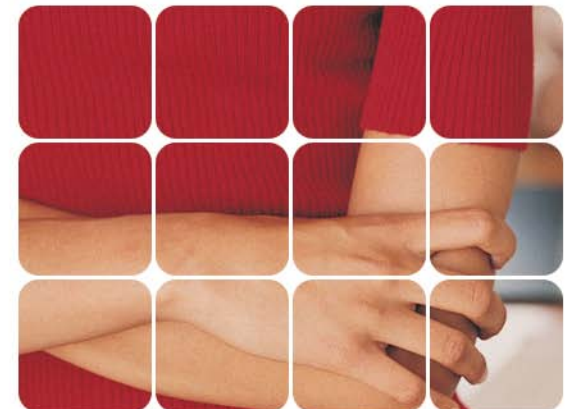
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**Introduction to Economic  
Development for Western  
Canadian Communities**

Saskatchewan Economic  
Development Association Inc.



## A foundation for community and economic development...

SEDA's Introduction to Economic Development for Western Canadian Communities was developed to provide training in core economic development principles and practices for new entrants into the profession as well as community leaders.

This four module program will provide an understanding of:

- economic development principles and theories;
- applying economic development principles and theories to case studies and local situations
- concerns and problems common to economic development in Western Canada;
- appropriate support systems for those practicing economic development;
- optimal skills for those practicing economic development.

Program delivery is scheduled based on market demand and priced for groups as well as individuals.



### Module 1 Defining Economic Development

#### Economic Development Defined

- What is Economic Development
- Economic Development as a Profession

#### The Context for Economic Development

- Community Development
- Business Development
- Community Economic Development
- Sustainable Economic Development

#### Practicing Economic Development

- Community Asset Mapping
- Community Consultation
- Models for Setting Development Organizations
- Funding Economic Development
- Introduction to the Strategic Plan
- Economic Development Strategies

### Module 2 Basic Skills in Economic Development

#### Role of Economic Developers

- Professionals and Volunteers
- Skills and Responsibilities of the Economic Developers
- Confidentiality

#### Governance

- Leadership and Team Building
- Partnerships
- Working with Volunteers
- Performance Measures
- Delegation
- Facilitating

#### Operations

- Priority Setting and Time Management
- Leading Effective Meetings
- Networking
- Mentoring
- Technology Management
- Administration

#### Communications

- Written Communication
- Public Speaking

#### Media Relations

- What do Media Want
- How do I reach Media & Who do I Contact
- Positioning Statements
- Media Relations Plan
- How to Write Press Releases
- Public Service Announcements
- Press Conferences
- How to conduct Media Interviews

### Module 3 Economic Development Functions

- Basic Economic Theory
- Business Counseling
- Financial Analysis
- Export Readiness
- Intro to Business Investment & Attraction
- Intro to Business Retention & Expansion
- Main Street and Downtown Development
- Intro to Project Development
- Regional Economic Development
- Value Chains, Networks and Clusters
- Sustainable and Green Development

### Module 4 Facing the Future With an Economic Development Plan

#### Economic Development Planning

- Process
- Strategic Planning
- The Action Plan
- Implementation
- Strategic Planning Models
- The Economic Development Plan

#### Background Information

- Community Strengths, Needs & Expectations
- Opportunities and Trends
- Goals and Objectives
- Strategies

#### The Economic Development Plan Document

- The Written Plan
- Evaluation

#### Marketing

- As an Economic Development Tool
- The Marketing Process
- Marketing Research
- Branding

#### Marketing Plan

- Developing a Community Marketing Plan
- Other Marketing Tools
- Media Channels
- Trade Shows
- Digital Media and Social Media
- Working with Consultants