

CLIENT SUCCESS STORY

ECONOMIC DEVELOPMENT COUNCIL: VIDEO SUPPORT GOES A LONG WAY FOR UNIFICATION



Technology
Partners

Since its inception in 1990, the Economic Development Council (EDC) of St. Charles County has been bringing people together to foster balanced growth and an ever increasing quality of place in this award-winning community. As a result, St. Charles County has become known as “a great place to grow your business and your life.”

THE CHALLENGE

The Economic Development Council of St. Charles and the Partners for Progress were planning to unite under a new name and brand, all to coincide with their annual conference. With the hopes of debuting their new logo and identity, all while supporting the conference collateral and videos, they knew they needed a partner to help them manage the project to the big day.

“Year after year the digital media team has been able to integrate with my staff and help us create an engaging experience for leaders and influencers from around the region.”

–Greg Prestemon, CEO
Economic Development Center

THE PLAN

Technology Partners took on the challenge. Taking a big picture approach to the organization, we stepped in early in the process and helped program the conference as well as provide branding and custom videos for all the keynote and break out sessions. All of the screen materials were created by the Technology Partners team, and we were on site during the event to support and make sure everything went off without a hitch.

THE RESULTS

After a successful conference and an impactful brand launch, the EDC was also able to repurpose their conference videos into valuable additions to their new website. The planning process for next year has already started, and EDC has made sure to save a seat at the table for Technology Partners.



[WATCH THE VIDEO]



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