

KEY DIRECTION FROM 2003 PROSPERITY FORUM

Brand and market the region as
one successful area for business,
arts and lifestyle



Branding & Marketing Task Force



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

Volunteers

Peter Boak, Prestige Business Interiors

Ingmar Borgers, Miller Thomson LLP

Mary D'Alton, The Waterloo Inn and Conference Centre

John Doherty, Gowlings Lafleur, Henderson LLP

Iain Klugman, Communitech Technology Association Inc

Paul Spencer, Nexus Business Centre

Joerg Stieber, ODG Ontario Drive and Gear Ltd

David Strucke, Navtech Systems Support Inc

John Tennant, Canada's Technology Triangle Inc

Garry West, Ernst & Young LLP

Diane Wolfenden, RBS Dominion Securities

Mary-Ellen Willard, Cambridge Tourism



Premise

AN EXCELLENT STORY OF SUCCESS AND OPPORTUNITY TO TELL THE WORLD

Principal Attributes That Distinguish the Waterloo Region

- Spirit of Entrepreneurship & Innovation
- Diversified Manufacturing, Services and Technology-Based Economy
- Access to a High Skill Talent Pool, Fueled by Outstanding Post-Secondary Educational Institutions

Other Strengths



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

- Global Orientation
- Successful Clusters
- Strategic Location
- Affordable
- Lifestyle



RECOMMENDED ACTIONS

1. Spotlight Entrepreneurship & Innovation
 - A. Create annual celebration of entrepreneurship and innovation
 - B. Establish Waterloo Region Entrepreneur Hall of Fame
2. Make the Attention Getting National Rankings (e.g. Top 40 Under 40, “Hot 50”, etc.)
3. Position Waterloo Region as a “Connected Community”
 - A. Encourage wireless broadband connectivity
 - B. Develop a portal through which the world can discover the Waterloo Region
4. Create and Share Digital Video Testimonials from Business Leaders

CONTRIBUTE TIME & SPONSORSHIP

- Annual Entrepreneur and Innovation Collaborations (1)(A)
- Waterloo Region Entrepreneurship Hall of Fame (1)(B)
- Win Attention Getting National Rankings (2)
- A Portal for a “Connected Community” (3)(B)
- Testimonials (4)

