

2019 Governor's Conference on Housing and Economic Development

New Jersey Housing and Mortgage Finance Agency
Communications: Special Event Marketing

HFA Staff Contact

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For the past 23 years, the New Jersey's Governor's Conference on Housing and Economic Development has been the state's premiere forum on these key issues for leaders in industries across the state. The conference continues to expand its offerings and grow its audience, and the 2019 conference was the state's largest to date.

The conference, co-hosted by the New Jersey Housing and Mortgage Finance Agency (NJHMFA), New Jersey Department of Community Affairs, the New Jersey Economic Development Authority and the New Jersey Redevelopment Authority, takes place typically in late September/early October and involves a year of planning.

This involves everything from initial Save the Date outreach, to building a website, to handling over a 1,000 registrations, arrangements for over 125 speakers including a keynote, logistics for panel discussions, Housing and Economic Development Hall of Fame Award and Networking receptions, an awards ceremony, bus tour and more.

Innovation: The Governor's Conference on Housing and Economic Development strives to incorporate more than just dynamic speakers and panels.

One new feature, which marked its second year in 2019, is the Housing and Economic Development Hall of Fame Award, which recognizes trailblazers in the housing and economic development fields ranging from those who work to create, finance, and develop affordable housing and economic growth opportunities to individuals who advocate, lead, and educate the public on the issues. Nominees are suggested by conference registrations. The inaugural award recognized a fair housing advocate who was part of the legal team that spearheaded the state's landmark affordable housing case. In 2019, the award honored a leading advocate for homeless individuals and families.

The conference is held in Atlantic City, which in addition to the casino industry, has many ongoing housing and economic development initiatives. One always popular part of the conference, which fills up quickly, is a bus tour highlighting many of the new developments taking place. It's an opportunity to showcase not only economic development projects but new housing opportunities throughout the city affordable to individuals and families.

Replicable: The Governor's Conference on Housing and Economic Development can be a model for other states. The creation of a key conference committee meets weekly beginning at the start of the year to begin planning. The conference and how to market it. Debate begins on potential speakers and topic ideas are solicited from inside and outside the committee.

NJHMFA begins building the conference website, with outside vendor CVENT, and begins planning, writing and designing a series of emails to announce save the date, registration open and solicit vendors. NJHMFA designs Registration postcards which are sent to previous attendees as well as previous vendors.

All the conference information is available on the dedicated website, as well as a conference app, and in a special program book produced by NJHMFA.

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Engages targeted audiences: The conference draws key leaders in business, government, nonprofits, developers and other stakeholders in housing and economic development as speakers as well as attendees.

Audiences are targeted by a registration postcard mailing to past attendees and other potential guests, as well as past and future exhibitors. New attendees and vendors are also targeted through the distribution of the postcards at events NJHMFA attends or exhibits at.

A vigorous weekly email campaign typically begins in March ahead of the fall conference alerting potential attendees of open registration, early bird savings, prime exhibit space, speakers, panels and more leading up to the conference when the email schedule expands to twice a week about one month out.

As part of the website process, NJHMFA works to build the registration system back end including information such as data tags, email content, refund policies, deadlines, cost building for each item or meal, building of each registration type: attendee, exhibitor, speaker, staff etc. Registration reports are pulled weekly to assess attendance and adjust marketing efforts as needed.

In addition to photos and links, the website includes FAQs for attendees and exhibitors; the exhibitor agreement, hotel registration information, speaker bios and photos, etc. The website is updated near daily as additional speakers are added.

Following the conference, all videos and photos are uploaded to the site and an email is sent to attendees interested in viewing.

The conference also offers a range of continuing education credits which engages additional audiences in the education, legal and other sectors.

In addition, press advisories and press releases are written and sent out leading up to and during the conference. NJHMFA also works with the advertising departments of local business media interested in providing conference print/online ads/emails in exchange for booth space.

Achieves measurable results: The annual conference reaches the key audiences we want to reach and spotlights the state's agenda on housing and economic development issues and goals for the future. It helps to broaden the discussion on these issues and is also a tool to reach new audiences. The conference is also covered by media which helps to get information out about affordable housing and other key issues.

A post-conference survey, designed by NJHMFA, solicits feedback from attendees on all aspects of the conference and is used to help guide future conferences.

Provides benefits that outweigh costs:

The annual conference is an opportunity to bring together key stakeholders and set the agenda on housing and economic development issues. It puts topics such as affordable housing in the forefront of state discussion and helps generate innovative responses to challenges.

Demonstrates effective use of resources:

The conference is not a money maker. Conference costs are contributed by each host and covered by attendee and exhibitor fees. Costs are scrutinized and accountable. Where possible, marketing pieces such as Save the Date and Registration postcards are done in-house at NJHMFA.

NJHMFA, along with the other conference hosts, also exhibit at the conference, which provides additional opportunities for attendees to learn more about agency programs, financing available and development projects.

Achieves strategic objectives:

The goal of the conference is to prominently put the issues of housing and economic development before key stakeholders in the state to share ideas and solutions to challenges.

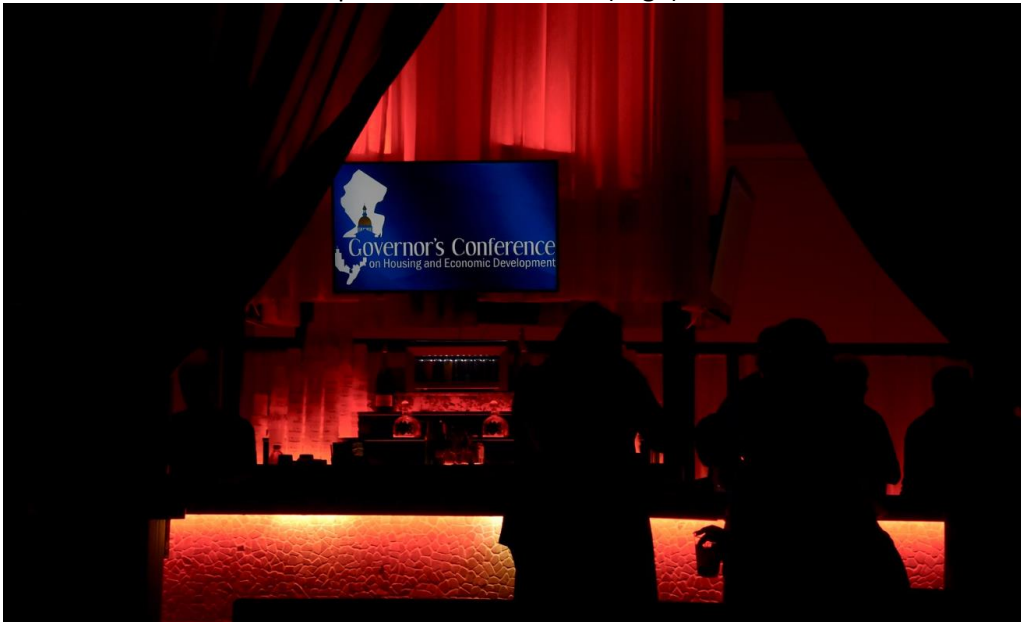
Supporting Visual Aids: (10 total)

1. Photo #1: Plenary Session...



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2. Photo #2: Hall of Fame Reception at Harrah's Pool (Logo)...



3. Photo #3: Hall of Fame Reception at Harrah's Pool...



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4. Photo #4: Hall of Fame Reception Menu/Social Sign and Step & Repeat...



5. Photo #5: Entrance signage into Trade Show Floor...



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6. Register Now Postcard...

7. Information Mailer (Total of 20 pages, mailed to entire mailing list)...

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8. Conference Website: (Speaker page and Agenda & Sessions page)



9. Governor's Excellence in Housing & Economic Development Award Brochure: Total of 7 pages...



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10. Program Book given out at Conference: (Total of 64 pages with tabs)

September 16-17, 2019
Governor's Conference
 on Housing and Economic Development

Dear Friends & Colleagues...

SEAL OF NEW JERSEY
 OFFICE OF THE GOVERNOR
 210 PARK DRIVE
 TRENTON, NJ 08646

September 16, 2019

Dear Friends,

Welcome to the 2019 Governor's Conference on Housing and Economic Development. I would like to personally extend a special thank you to Lt. Governor Mark Crone, Commissioner of the Department of Community Affairs (DCA) and the leadership staff at DCA, the New Jersey Housing and Mortgage Finance Agency, the New Jersey Economic Development Authority, and the New Jersey Redevelopment Authority for their collective efforts in sharing what is sure to be a successful conference.

This is the 21st year where leading voices in the industry are gathered to discuss and study the critical issues we face concerning housing and economic development. This collaboration will continue our historic efforts and lead us on a path to build stronger and more resilient communities throughout the State, for all our residents and generations.

I hope each of you can only find your respective role more vital and welcome in helping strengthen your organizations and further your economic and job performance.

Best wishes for an enjoyable conference!

PHIL MURPHY
 GOVERNOR

The 2019 Governor's Conference on Housing & Economic Development - www.ghhousingconference.com

EXPLORE THE Trade Show

Explore our exhibition area featuring products and services offered by housing and economic development vendors.

MONDAY
 8 A.M. TO 5:15 P.M.

TUESDAY
 8 A.M. TO 12 P.M.

LOCATED IN THE Trade Show Area

The 2019 Governor's Conference on Housing & Economic Development - www.ghhousingconference.com

CLIMB ABOARD The Bus Tour!

MONDAY FROM 2:30 P.M. - 4:30 P.M.
SIGN UP AT REGISTRATION!

BUS TOUR
 MONDAY 2:30 PM - 4:30 PM • (SEATING 2 AMP/CEU CM 1.2)
 MEETING POINT: Meet at the doors at the bottom of the escalator. Look for Bus Tour signage.
 Hop on our bus tour to experience a first-hand look at housing and economic development taking place in Atlantic City and our surrounding area. Hop off and explore how innovation is taking off. You will love what we have planned for you this year!

PRESENTERS:

- Matthew Gohery, Executive Director, Codes Enforcement Development Authority (CEDA)
- Barbara Ann Weidly-Giles, P.E., Director of Planning and Development, City of Atlantic City

NOTE: Bus Tour seating is very limited! You must register in advance at the Registration Area. Bus Tour tickets are distributed on a first come, first served basis. Please arrive by 2:15 p.m.

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