

2009 Marketing Plan Project Management Schedule

Project Leader	Priority Initiatives/Actions	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<u>Build a Sustainable Markham</u>												
CK.....	1 Assist & support Greenprint, measure KPIs.....											
HH.....	2 Promote OCETA mfgs sustainability program.....											
CK.....	3 Participate in Region invest. attraction program.....											
SC.....	4 Attend "Good Jobs Green Jobs" conference.....											
CK.....	5 Participate in City Summit Alliance Greening initiative.....											
<u>Build a Global Markham</u>												
HH.....	1 Measure KPIs.....											
CK.....	2 TMTA mission to China.....											
CK.....	3 Develop India investor market.....											
CK.....	4 Receive in-bound missions.....											
CK.....	5 Strengthen global relations.....											
BG.....	6 Promote SME export capabilities.....											
<u>Build the Infrastructure Markham</u>												
SM.....	1 Measure KPIs.....											
SM.....	2 Promote Markham to real estate targets.....											
SM.....	3 Promote Employment Lands Study results.....											
SM.....	4 Promote web-based database of employment lands.....											
DD.....	5 Implement Biz Pal services.....											
<u>Build Branded Markham</u>												
SC.....	1 Review branding & KPIs.....											
SM.....	2 Promote strategy through CD & Internet.....											
HH.....	3 Produce Leader & publications.....											
SC.....	4 Support MBT awards.....											
HH.....	5 Support Region employment survey.....											
ST.....	6 Deliver branded services to entrepreneurs & SMEs.....											
<u>Build Talented Markham</u>												
SM.....	1 Measure KPIs.....											
SM.....	2 Participate in York Industry Education Council.....											
SM.....	3 Establish HR roundtable & advisory group.....											
SM.....	4 Sponsor high school competitive teams & youth conf.....											
SM.....	5 Participate in Region study of knowledge workers.....											
ST.....	6 Deliver advisory services re HR etc.....											
BG.....	7 Train entrepreneurs re financing.....											

Leaders: BG - B. Glandfield CK - C. Kakaflikas DD - D. De Los Santos HH - H. Hare JR - J. Ryerson SC - S. Chait SM - S. McCrimmon ST - S. Tam

2009 Marketing Plan Project Management Schedule

Project Leader	Priority Initiatives/Actions	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<u>Convergence of ICT & Life Sciences</u>												
HH.....	1 Database of assets& KPIs.....											
CK.....	2 Est. NCMDD as flagship.....											
BG.....	3 Strengthen links to R&D for commercialization.....											
HH.....	4 Web-based mktg materials.....											
HH.....	5 YORKbio "Science in Action" bus tour.....											
CK.....	6 YORKbio annual Convergence Conference.....											
CK.....	7 BIO International Conference (Atlanta).....											
HH.....	8 YTA luncheons/networking.....											
<u>Information, Entertainment & Cultural Industries</u>												
CK.....	1 Database of assets & mapping & KPIs.....											
ST.....	2 Sector business development event.....											
ST.....	3 Entrepreneurial training & commercialization.....											
CK.....	4 Grow digital media through CONCERT & OTC.....											
JR.....	5 Promote business location through Varley events.....											
<u>Finance & Insurance</u>												
SC.....	1 Database of assets & KPIs.....											
SC.....	2 Promote ins. & banking ind. training.....											
SC.....	3 Participate in Toronto Financial Services Alliance.....											
HH.....	4 Support "Money Chase" events.....											
HH.....	5 Web-based mktg materials.....											
<u>Build a Creative Markham</u>												
JR.....	1 Promote cultural assets & searchable database.....											
ST.....	2 Entrepreneurial training & commercialization.....											
CK.....	3 Build partnerships.....											
ST.....	4 Promote youth entrepreneurship programs.....											
<u>Build a Networked Markham</u>												
SM.....	1 Liaise with ICF.....											
SM.....	2 Apply ICF best practices, measure KPIs.....											
SM.....	3 Assess readiness to enter ICF competition.....											

Leaders: BG - B. Glandfield CK - C. Kakaflikas DD - D. De Los Santos HH - H. Hare JR - J. Ryerson SC - S. Chait SM - S. McCrimmon ST - S. Tam