

2009 Marketing Plan Project Management Schedule**Project****Leader****Priority Initiatives/Actions**FebMarAprMayJunJulAugSepOctNovDec**Build a Sustainable Markham**

- CK..... 1 Assist & support Greenprint, measure KPIs.....
 HH..... 2 Promote OCETA mfgrs 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.....

**Build a Global Markham**

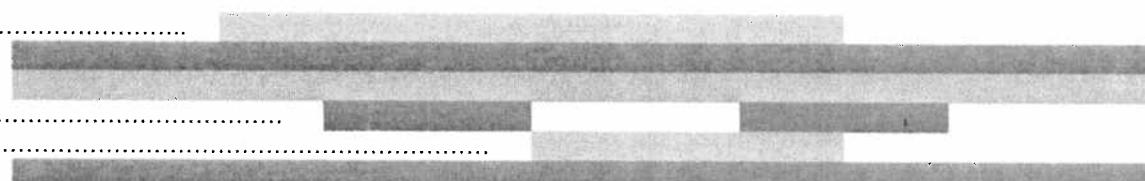
- HH..... 1 Measure KPIs.....
 CK..... 2 TMTA mission to China.....
 CK..... 3 Develop India investor market.....
 CK..... 4 Receive in-bound missions.....
 CK..... 5 Strengthen global relations.....
 BG..... 6 Promote SME export capabilities.....

**Build the Infrastructure Markham**

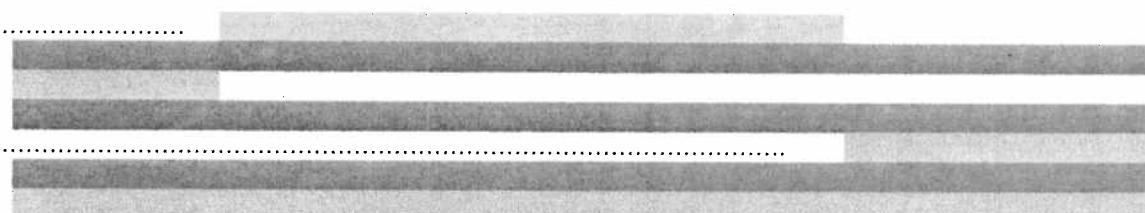
- SM..... 1 Measure KPIs.....
 SM..... 2 Promote Markham to real estate targets.....
 SM..... 3 Promote Employment Lands Study results.....
 SM..... 4 Promote web-based database of employment lands.....
 DD..... 5 Implement Biz Pal services.....

**Build Branded Markham**

- 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.....

**Build Talented Markham**

- 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

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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. NCMD 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.....											

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