

Hampton Roads Workforce Council / Campus757 – Industry Day

A Campus757 Branding and Interactive Content Discussion with Advertising, Marketing and Digital Media Agencies



Title of Event: Campus757 Industry Day

Audience: Vendors in the Advertising, Marketing and/or Digital Media space

When: Tuesday, November 17, 2020 10:00am-11:30am

Where: A Zoom interactive call; please contact Maegan Barnes to register

Abstract: Campus757, an innovative new Hampton Roads Workforce Council (HRWC) program, has as its principal goal to enhance the retention of talented college students in Hampton Roads upon graduation, thoroughly immersing them in our region and the local workforce before their studies are complete. An overview of the program can be found [here](#).

A key component of the program will be its web presence, both as a means of elevating students' awareness of the unique assets and activities throughout the 757 as well as a central connection point for internships, jobs, and direct avenues into the local business community. We are looking for a creative agency to work with our team to develop the graphical interface that will attract students, college administrators and staff, and our business partners while facilitating their retrieval of information and interaction with existing HRWC internship and job portals. In conjunction with the website development will be the inherent branding of Campus757 and its programming, to potentially include logo work, a brand kit, and marketing collateral.

This Industry Day will simply be a dialogue between interested parties and the leadership team of Campus757 in advance of a forthcoming Request for Proposals, estimated for release later in November.

Who should attend? Creative agencies and vendors of advertising, marketing and/or digital media. Representatives should familiarize themselves with the Campus757 initiative.

Industry Day Goals:

- Communicate Campus757 scope and technical / business requirements
- Create a forum to garner an enhanced understanding of our own technical need
- Gain a better understanding of recent Industry developments and standards
- Record Industry comments for incorporation of ideas into the RFP development process
- To ensure synergy between Campus757 and Industry representatives
- Provide updates to Industry on future HRWC initiatives

Points of Contact:

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To Register for the Zoom:

Please email Maegan Barnes at mbarnes@vcwhamptonroads.org with names and emails of all participants. Zoom link and any additional details will be released prior to the event.