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Barrow County Economic Development Wins Major Communication Awards at the 2016 SEDC Annual Conference

ATLANTA, GA (August 11, 2016) – The Barrow County Economic Development received three of the top honors for a communications piece at the SEDC Communication Awards Ceremony. The awards ceremony was held during the **2016 Southern Economic Development Council (SEDC) Annual Conference**, July 31- August 2, 2016 at the Sheraton Kansas City Hotel at Crown Center in Kansas City, MO.

“These annual Communication Awards recognize and showcase the leading communication and marketing work done by economic development professionals throughout the south. The Barrow County Economic Development hit the mark this year with three communication pieces. Its entry in the Web Sites/ Other category titled **Choose Barrow Economic Development Website** won a Superior award. Another piece titled **Barrow County Georgia Economic Development Video** won a **Merit** in the Electronic Multimedia category and its entry in the Audiovisual category titled **Barrow County Georgia Economic Development Video** won a Merit award. These pieces not only showed creativity, but also solid messaging and effectiveness at reaching their target audience. We were wowed by all the entries we received this year, and were impressed with the high level of marketing work being done in economic development by SEDC members,” said SEDC President Gene Stinson after the Ceremony.

The Communication Awards are given each year by SEDC at its annual conference. Over 20 categories of communications/marketing work submitted by SEDC members are evaluated within four division size levels. The awards are: BEST OF SHOW, BEST OF CLASS, SUPERIOR, EXCELLENT, MERIT, and SPECIAL JUDGES' AWARDS. Judging criteria for General Entry Awards include Graphic Appeal, Clarity of Message, Quality of Information, Positioning / Differentiation and Format. All winners were on full display for attendees to view during the conference.

Judges for the Communication Awards competition are economic development consultants, communication and design professionals from across the southern U.S. that work with clients in developing strategies for growth in their communities. SEDC chose these judges because of their knowledge of the economic development process, development of marketing content and graphic design. They understand the needs businesses have in choosing a site and how communities and economic development organizations can reach prospective clients through their marketing efforts.

The **2016 SEDC Annual Conference** is SEDC's main educational event of the year. Over 300 economic development professionals spent three days networking and learning recent economic development trends and strategies from corporate, government and executive professionals.

SEDC is the oldest and largest regional economic development association in North America, with more than 1,030 members representing a variety of backgrounds. From local, regional and state economic development agencies, chambers of commerce, business and industry, utilities, transportation, finance and education, members share a common interest: the promotion and enhancement of the economic development profession. To find out more about SEDC, please visit our Web site at www.sedc.org.

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