



# 2024 AUDIENCE SNAPSHOT

	AUDIENCE GOAL(S)	AUDIENCE PROFILE	MAC'S ROLE AS A GUIDE
<b>AUDIENCE 01</b> <b>Eco Dev Prospects</b> Location: Out of State	<ul style="list-style-type: none"> <li>Find best location(s) for their business</li> <li>Attract and retain quality talent</li> </ul>	Audience 01 is <b>out-of-state decision makers</b> , which includes business executives, corporate planners, economic developers, international bankers and lawyers, site selection consultants, and others involved in the location or relocation planning for companies.	<ol style="list-style-type: none"> <li>Provide relevant research &amp; data to help them make decisions</li> <li>Serve as a connecting point to the people and resources for site selection and expansion</li> <li>Feature key differentiators that position metro Atlanta over competitors</li> <li>Amplify regional stories that promote our brand</li> </ol>
<b>AUDIENCE 02</b> <b>MAC investors</b> Location: In-State	<ul style="list-style-type: none"> <li>Understand the regional impact of their investment in MAC</li> <li>Decide whether to renew investment</li> </ul>	Audience 02 is <b>MAC board members, investors and prospects</b>	<ol style="list-style-type: none"> <li>Execute impactful programming that strengthens the region's Economy, Talent, and Community</li> <li>Position MAC as a trusted resource and premier business organization</li> <li>Amplify regional impact stories that spotlight MAC board members and prospects</li> </ol>
<b>AUDIENCE 03</b> <b>Policymakers &amp; community leaders</b> Location: In-State	Find information that will inform primarily state but also federal and local policymaking, platforms, and/or causes	Audience 03 is <b>policymakers, political candidates, and community leaders</b>	<ol style="list-style-type: none"> <li>Provide relevant data and case studies</li> <li>Spotlight regional impact stories</li> </ol>
<b>AUDIENCE 04</b> <b>Talent</b> Location: Southeast Region	Find career-advancing opportunities and a community where they belong	Audience 04 consists of <b>soon-to-be higher ed graduates</b> and <b>early-to-mid career professionals</b> (age 21-35)	Hero the regional companies, communities, stories, and unique advantages that makes metro Atlanta a top consideration choice for the career and life they desire