

'Leveraging Dallas' High-Tech Status' Seminar

Our Mission

M/C/C seeks to co-sponsor with the Greater Dallas Chamber of Commerce and the Office of the Mayor an informational meeting to discuss the status of and opportunities for the Dallas area as the nation's No. 2 high-tech corridor, second only to the Silicon Valley. This designation stems from the widely regarded Milken Institute study "America's High-Tech Economy" released in August 1999. Such a public forum to address the scope of this national ranking would be the first of its kind in the City of Dallas.

Event Structure

Business, marketing, high-tech and media professionals in the greater Dallas area will be invited to an event at a site to be determined. In addition, major regional general news, business and trade outlets will be invited to garner media coverage in Texas and nationwide. Possibilities include the Dallas Morning News, Dallas Business Journal, major Dallas television and radio stations and local editors with the Wall Street Journal, Business Week, U.S. News & World Report, Forbes, Fast Company and MC.

Program Format

We propose selecting keynote speakers to introduce the topic for the day's event followed by a panel discussion among select business and civic leaders.

Possible keynoters are:

- Mayor Ron Kirk, City of Dallas
- Ross DeVol, senior fellow of the Milken Institute and author of "America's High Tech Economy"
- Mark Cubin, former owner of broadcast.com and Dallas's latest high-tech success story

Additional panel personalities are:

- Mike Crawford, president of M/C/C and 14-year veteran of marketing high-tech companies in Dallas area
- A member of the Executive Council of The Telecom Corridor, to be determined
- A Dallas business leader, to be determined
- Moderator Jere Thompson, CEO of CapRock Communications

To facilitate a well-orchestrated question-and-answer format directed to panel members, we recommend managing questions from the floor. Participants wishing to ask a question of one or more panelists could write down the question. Once question cards are collected, the moderator's assistants will determine the most pertinent questions and prompt the moderator accordingly.

Issues

- Significant findings of the Milken study providing keys for marketing Dallas as a key high-tech center
- Overview of how Dallas has been perceived in the national media and business communities
- The ways the Dallas area currently markets its high-tech sector
- Benefits for individual companies and the entire business community if we improve the way Dallas and its businesses market themselves
- Obstacles and opportunities for success

Timeline

Dates currently being considered are in May or July. Scheduling the event will require confirmation by all keynote and panel participants, city and civic calendars, availability of sites that will accommodate the event, among others.