

Technology Business Council takes two Gold MarCom awards

The Chamber's Technology Business Council (TBC) was recently awarded two coveted Gold MarCom awards for marketing pieces that are part of the TBC communications campaign.

The awards recognized the DTEC at NASDAQ microsite and the "Deep in the Heart of Tech: Big Possibilities in Texas" podcast.

Representatives of the Chamber and companies listed on the Greater Dallas Chamber Index of technology/life sciences companies presided over The NASDAQ Stock Market closing bell ceremony in New York City on August 23. The microsite served as a resource for DFW executive and their companies, local and national media and supporting organizations.

Information on the site ranged from travel logistics to a photo and video recap of the closing bell ceremony. The microsite will continue to serve as a user-friendly source of information on the region's visibility and growth. Visit the Web site at www.DTECatNASDAQ.org.

The award-winning podcast markets DFW as a hot destination for savvy technology and life sciences companies who value its central location, diverse talent pool, favorable economic conditions and high quality of life. The podcast features Roger Nanney, vice chairman, clients and markets, Deloitte & Touche USA LLP and executive board member of the Chamber; LeAnn Priebe, central region president, AT&T, and chair of the Chamber's Technology Business Council; and Kevin Castillo, general manager, U.S. Strategic Sales, Microsoft.

Podcast highlights include:

- How important is the region's central location to future growth in DFW's technology industry?
- What are the benefits - from a cost and infrastructure perspective - of creating a presence in the DFW area?
- What are technology and life sciences companies doing to attract and retain critical talent, and how will those strategies play out in the DFW market?
- What are potential developments in the DFW area that might set it apart from other hot technology areas?

The annual MarCom Awards recognize outstanding achievements made by public relations, communications and marketing professionals around the world. The competition draws more than 5,000 entries annually. To learn more about the TBC and Communications Campaign, visit www.DallasTBC.org.