

From: Christina Winn
Sent: Thursday, February 14, 2019 10:19 PM EST
To: Kerr, Jill <jillkerr@amazon.com>; Fava, Andrea <afava@amazon.com>
Subject: Community event update
Attachment(s): "Amazon.Stakeholder.List_DRAFT.2.14.19_430pm.xlsx"

See below from Bryna – there are some specific questions/guidance that we need from you. The invite list is attached – check out tab 2 – they separated it to Tier 1 & Tier 2 invites (tier 1 is ~128 invites).

1. SPACE: GEORGE Mason has offered their Multi-purpose room and would be THRILLED to HOST.
 - a. Christina, can you VET this with Amazon
 - b. Christina, can you ask Amazon (and I will ask COG) if they would be OK with the President of the University welcoming everyone to their campus at the beginning?
 - c. GMU wondered if there was any interest in some co-sponsorship? (maybe a sign? Refreshments? Thoughts?)
 - d. Notification: we will not SHARE location with attendees until DAY OF EVENT....
2. INVITATION: Chuck Bean sent back a mock up invitation, that includes expanded language.
 - a. Christina, can you VET this back with Amazon and make sure they are GOOD?
 - b. COG will manage sending and ALL RSVPs☺
3. INVITATION LIST: Attached is an updated list –that on Tab 2 is broken into TWO tiers.
 - a. Feel free to play with this.
 - b. Also –GMU would like to add a handful of trustees—which they will send me later tonight (they would be TIER 1)
 - c. Christina—can you VET again with Amazon and see if this works better? (TIER 1/TIER 2 tab)
 - d. GOAL: To FINALIZE tomorrow and COG SEND INVITATIONS tomorrow (FRIDAY -before holiday weekend)
4. PANEL: I believe we have agreed on the following
 - a. Chuck Bean: Moderator (COG)
 - b. Amazon: Christina is working with them—and hoping we will have Brian Huseman?
 - c. Matt or Andy (JBG): Bryna will check in with Anthony to figure out best way forward here
 - d. VDOT: Bryna will reach out to Nick/Renee to see if Renee can join us
 - e. ??? Fuller? We talked about inviting Jeanette? Do we still want to do this? Is this the right angle now that GMU is hosting?
5. RUN OF SHOW
 - a. Presentation? Christina –can you get more insight on this? PPT? opening remarks?
 - b. Backdrop? Can you ask Amazon –if they want an AMAZON presence in the room? And if so? What it looks like?
 - c. Panel questions: thinking this is a weekend thought?
6. MEDIA
 - a. We can issue a media alert to the targeted MEDIA identified by Amazon –DAY OF event
 - b. We agreed with COG that we would allow OTHER CREDENTIALLED media to be in the room
 - c. Media huddle: GMU has space for media huddle -right outside of event room—for immediately after the event (or before)...however we want to manage it
7. Logistics—this is coming along GREAT!
 - a. Staffing—will pull together a staffing chart next
 - b. Technical---looking good –GMU will produce all the audio/sound
 - c. Livestream—looking good –working with COG on using their facebook channel
 - d. Security—GMU agreed to have their security team on alert; and we can flag for ACPD so they are in the area



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