

Participant Agenda: Training Day Overview

Estimating the Local Marine Economy: Telling Your Story

NOAA Office for Coastal Management

Preparation *(optional, but highly suggested)*

- **Complete Online Tutorial**
 - Having your own localized data will provide a more hands-on experience and allow you to come out of the training with a mini-analysis complete with data for your area.
 - Attend pre-training conference calls if you have any technical issues or questions about the process while going through the tutorial.
- **Review Glossary of Economic Terms and Case Study**
 - Provided for those new to or needing a refresher on marine economics terminology.
- **What to Bring**
 - Laptop equipped with Internet access and Microsoft Excel.
 - Local data file that you created using the [Estimating the Local Marine Economy Tutorial](#).

Agenda: What to Expect on Training Day

PR = Presentation **GD** = Group Discussion **GA** = Group Activity **SGD** = Small Group Discussion

MORNING

BLOCK 1 (75 min)

Welcome/Overview for the Day **(PR)**
Icebreaker: What Is Your Economic Story? **(GA)**
Local Data Example **(PR)**
Economic Terms Review **(PR)**
Connecting Local Data with ENOW **(PR)**

BREAK (15 min)

BLOCK 2 (90 min)

ENOW Bingo/Sector Overview **(GA)**
Explanation of Additional Industries **(PR)**
Alternative Data Sources/Case Studies **(PR)**
How Will These Data Help Tell Your Story? **(SGD)**
Report-Out **(GD)**

LUNCH (60 min)

AFTERNOON

BLOCK 1 (90 min)

Introduction to Analysis/Excel Tips and Tricks **(PR)**
Analysis Worksheet Walk-Through **(PR)**
Hands-On Analysis using ZBP Data **(SGD)**
Commercial Fishing Data Sources **(GD)**
Review Related Worksheet Questions **(GD)**

BREAK (15 min)

BLOCK 2 (75 min)

Other Data Sources by Sector **(GA)**
Report-Out **(GD)**
Storytelling Basics **(PR)**
Tell Your Story with These Data/Next Steps **(SGD)**
Wrap-Up/Evaluation Forms **(GD)**

DEPARTURE