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**