

The Insider: Innovation Philadelphia 2008 in Review

How many entrepreneurial programs would you guess Innovation Philadelphia hosted in 2008? How many times was the Entrepreneurs Resource Guide downloaded on our website? As 2008 has come to a close, *Innovation Matters* looks back at Innovation Philadelphia's year of programs and initiatives which have aided the growth of the Philadelphia Region's for-profit, creative economy. Read below as we run the numbers.

- Distributed over **3,500 copies** of *Creative Footprint*
- Generated over **100 articles** and **50 million media impressions** about the Philadelphia Region's for-profit, creative economy
- Assisted **12 companies** to start or grow a business in the Philadelphia Region through the Creative Economy Investment Fund
- Featured **24** regional creative young professionals and entrepreneurs in *Innovation Matters*, sent to over 325,000 subscribers total
- Assisted nearly **100** regional employers in finding creative talent through *createAdelphia*, a creative industry career fair, and PhillyCreativeJobs.com
- Hosted **7** entrepreneurial programs, with over **650** creative entrepreneurs participating
- Distributed **2,200** hard copies of the Entrepreneurs Resource Guide and nearly **3,900** searches of the Guide's online database have been conducted



- Showcased the Philadelphia Region's creative economy to more than **3,000** people attending national and international conferences



Advancing to 2009, Innovation Philadelphia will host numerous creative industry, young professional and entrepreneurial programs throughout the year, and partner with regional organizations to support existing creative and entrepreneurial conferences and programs in the region. In addition, we will update and add new contacts to our online edition of the Entrepreneurs Resource Guide for budding entrepreneurs in the region.

The first program Innovation Philadelphia will host in 2009 is **Resources for Creative Professionals**, on January 29, 2009, from 6:00 – 8:00 p.m. at the Painted Bride (230 Vine Street, Philadelphia). This panel discussion and networking reception will discuss the importance of job sources, freelance projects, networking opportunities, professional development organizations and funding sources for the careers of creative professionals in the Philadelphia Region. This is a free event, and registration is required at www.innovationphiladelphia.com.

On February 26, 2009, Innovation Philadelphia will host **Running on Empty: Make a Little Go a Long Way**. Learn how to make a little go a long way within your company, as experienced entrepreneurs and business owners discuss strategies and share personal experiences on how to survive and thrive during challenging economic times from 5:30 to 7:30 p.m, at the PNC Center (1600 Market Street, Philadelphia) in the Center Hall. The cost to attend is \$25, which includes light appetizers and a cash bar. Registration is required at www.innovationphiladelphia.com.

Innovation Philadelphia will host the second **Global Creative Economy Convergence Summit** on October 5-6, 2009, at the Pennsylvania Convention Center. The Summit will attract 1,000 entrepreneurs, business leaders, creative industry and technology professionals from for-profit and non-profit organizations. The purpose of the Summit is to exchange ideas on initiatives and technologies that have successfully impacted the growth of the creative economy. Stay tuned to www.innovationphiladelphia.com as more information about the Summit is released.