

**Municipal Association of South Carolina  
Advanced Municipal Elected Officials Institute of Government  
Columbia Metropolitan Convention Center – 1101 Lincoln St., Columbia, SC  
Wednesday, October 16, 2024**

**Advanced Continuing Education**

<b>9:00 – 9:05 a.m.</b>	<b>Welcome</b>
<b>9:05 – 10:30 a.m.</b>	<b>Empowering Municipalities: Unleash Your Retail Potential With Strategic Coaching and Economic Development</b> <i>The Retail Coach</i>
<b>10:30 – 10:45 a.m.</b>	<b>Break</b>
<b>10:45 a.m. – noon</b>	<b>Empowering Municipalities: Unleash Your Retail Potential With Strategic Coaching and Economic Development – Continued</b> <i>The Retail Coach</i>
<b>Noon – 1:00 p.m.</b>	<b>Lunch</b>
<b>1:00 – 2:15 p.m.</b>	<b>Public Engagement: Reaching Out and Engaging in New Ways</b> <i>Carolyn Sawyer, Founder and Chief Executive Officer, Tom Sawyer Company</i>
<b>2:15 – 2:30 p.m.</b>	<b>Break</b>
<b>2:30 – 3:45 p.m.</b>	<b>Public Engagement: Reaching Out and Engaging in New Ways – Continued</b> <i>Carolyn Sawyer, Founder and Chief Executive Officer, Tom Sawyer Company</i>
<b>3:45 – 4:00 p.m.</b>	<b>Evaluation</b>

**\*\* Sign-in sheets \*\***

The sign-in sheet will be distributed in the **morning** and **afternoon**. The sign-in sheet is the official record of your attendance. Both times must be signed to receive credit for attendance.