

Invest: San Diego Leadership Summit

A half-day executive summit concept translating regional economic research into programming, partnership, and venue strategy.

CLIENT FRAMEWORK Capital Analytics Associates	ROLE Event strategy, programming, partnerships	LOCATION San Diego, California	CLASSIFICATION Academic concept project
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EXECUTIVE BRIEF

The assignment asked how a regional business publication could convene leaders around the forces shaping Greater San Diego. I developed the market thesis, agenda, panel architecture, illustrative speaker pool, sponsor prospecting logic, and venue recommendations as one sponsorable program system.

3 PANEL ARCS	10 SPONSOR PROSPECTS	4 VENUE OPTIONS	5.5 hrs PROGRAM WINDOW
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MARKET THESIS

A REGION SHAPED BY CONVERGENCE

San Diego's economic story sits at the intersection of life sciences, research, defense, real estate development, infrastructure, talent, and a cross-border economy with Tijuana. The program uses those connections—not isolated sectors—as its organizing idea.

STRATEGIC OBJECTIVES

EDITORIAL VALUE Create substantive conversations that extend the publication's market intelligence into a live format.	EXECUTIVE RELEVANCE Give civic, research, investment, and industry leaders a credible reason to participate.
SPONSOR FIT Connect partner categories to a specific topic, audience, hospitality moment, or content outcome.	RELATIONSHIP DENSITY Use breakfast, breaks, report launch, and luncheon to build high-value networking into the agenda.

A paced half-day built around content and connection

The agenda alternates insight, networking, and sponsor-supported hospitality so the event can deliver editorial authority without becoming a sequence of uninterrupted panels.

TIME	SESSION	PURPOSE
8:00-8:30	Registration + networking breakfast	Arrival, sponsor activations, and report preview.
8:30-8:45	Welcome remarks	Leadership framing and regional context.
8:45-9:45	Life Sciences + Innovation	Biotech, research commercialization, AI, and genomics.
9:45-10:00	Networking break	Sponsored refreshments and relationship-building.
10:00-11:00	Development + Investment	Real estate, infrastructure, housing pressure, and capital flows.
11:00-11:15	Networking break	Reset and partner engagement.
11:15-12:15	Talent + Cross-Border Economy	Workforce pipelines, nearshoring, and the San Diego-Tijuana dynamic.
12:15-12:30	Closing + report launch	Synthesize insights and debut the publication.
12:30-1:30	Networking luncheon	Hosted connection and report distribution.

PANEL ARCHITECTURE

INNOVATION Research institution + industry association + venture capital + biotech investor + credible science moderator.
INVESTMENT Civic leadership + active developer + industry association + capital-markets voice + business journalist.
WORKFORCE Economic development + infrastructure + cross-border leadership + education pipeline + regional moderator.

Make every prospect's reason to participate visible

The sponsorship and venue recommendations are grounded in sector alignment, executive audience fit, and functional contribution to the program.

ILLUSTRATIVE SPONSOR PROSPECTING MAP

PARTNER CATEGORY	ILLUSTRATIVE ORGANIZATIONS	STRATEGIC RATIONALE
Technology	Qualcomm	Regional anchor with relevance to innovation, talent, and executive audiences.
Health + research	UC San Diego Health; Scripps Health; Sharp HealthCare	Employers and civic institutions aligned with life sciences and workforce.
Development	Cisterra Development	Direct connection to downtown investment and commercial growth.
Industry advocacy	BIOCOM California	Credibility and access within the life-sciences ecosystem.
Professional services	Bank of America; Procopio Law	Capital, advisory expertise, and business-community presence.
Infrastructure + destination	SDG&E; Visit San Diego	Regional development, hospitality, and destination positioning.

VENUE SHORTLIST

MANCHESTER GRAND HYATT Waterfront conference infrastructure; strongest signature-summit fit.	THE US GRANT Historic executive setting with ballroom and breakout flexibility.
SAN DIEGO CENTRAL LIBRARY Civic and architectural relevance supporting the investment narrative.	WESTIN GASLAMP QUARTER Central access, flexible meeting space, and networking utility.

RECOMMENDED NEXT STEP

Validate speaker availability and titles; confirm venue capacity and accessibility; build a sponsor benefit matrix; price production and hospitality; then convert the concept into a 12-week delivery plan.

CLASSIFICATION NOTE / Academic concept strategy and research. The organizations and participants are illustrative prospects, not confirmed partners, speakers, sponsors, or event participants.