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MEDIA ADVISORY

Economic Outlook Conference media briefing set for Dec. 1

The Darla Moore School of Business will host its 35th annual Economic Outlook Conference, Thursday, Dec. 17 at the University of South Carolina.

A media briefing will take place at 11 a.m. Tuesday, Dec. 1 at the UofSC Alumni Center at 900 Senate St. with Doug Woodward, director of research; Joey Von Nessen, research economist; and Stephen Slice, economist.

Participating reporters should contact Peggy Binette by 5 p.m. Nov. 30 via email peggy@mailbox.sc.edu or phone 803-777-7704 or 803-413-3323.

Woodward and Von Nessen will share their 2016 economic forecast with reporters and discuss flooding impact. Slice, an expert on the agriculture sector, can discuss the economic forecast for agriculture and rural development, and the impact of the floods.

News materials for the forecast will include data for regional markets throughout the state to help reporters localize the forecast. After a general session, Woodward and Von Nessen will do individual interviews on the adjacent outdoor deck overlooking the city or in the lounge area. A multibox will be provided.

Parking for media is available in the Park Street garage, accessible between Senate and Pendleton streets. Parking spots are available on the second floor, near the interior entrance to the Alumni Center. University public relations staff members will direct reporters to the presidential dining room, where the media briefing will take place.

The Economic Outlook Conference is the state's premier business event. In addition to the 2016 forecast and flood impact, **Jay Bryson**, managing director and Global Economist for Wells Fargo Securities, will discuss the impact of rising interest rates.

There also will be a detailed look at the impact that automation will have on SC's future workforce. **Martin Ford**, best-selling author of "Rise of the Robots: Technology and the Threat of a Jobless Future," will deliver the keynote address. **Bill Mahoney**, chief executive officer of SCRA; **Peter Brews**, dean of the Darla Moore School of Business; and **Richard Kaglic**, staff economist of the Federal Reserve Bank of Richmond, will discuss those impacts and how to prepare for them.

More information on the 2015 Economic Outlook Conference is available [online](#).

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