

2019 FDI INTERNATIONAL

ECONOMIC DEVELOPMENT TRAINING SEMINAR

THURSDAY JANUARY 24 SEMINAR DAY 1

8:30 AM Coffee & Registration

8:50 AM Welcome

Overview of the two-day training with housekeeping announcements and information for the delegates.

SPEAKER **Adam Jones-Kelley**, President, Conway CONFIRMED

9:00 AM Command the Room

Telling your story is part of the FDI process, and this session, led by experienced news anchor, Mike Chinoy, formerly of CNN and Countdown to Zero, is a master class in communication. Investment promotion professionals will gain insight into executive-level speaking and presentation skills that will assist with negotiations, public speaking, and interactions with the press as well as the companies they are working with.

SPEAKER **Mike Chinoy**, Senior Fellow, US-China Institute CONFIRMED

10:20 AM Coffee Break

10:30 AM Building a Startup/ Technology Ecosystem

Building a startup/technology cluster is a collaborative effort. K.P., a serial entrepreneur and startup guru, will share his vast experience and expertise in developing startup and tech ecosystems and give real world examples you can bring back to your communities. Technology clusters aren't unicorns, they are achievable networks and mapped assets. K.P. breaks it all down into actionable takeaways you can use to attract FDI.

SPEAKER **K.P. Reddy**, Founder, Shadow Ventures CONFIRMED

11:30 AM Coffee Break

11:45 AM Comparing Economic & Investment Agency Messaging: Are You Really Different?

Competition among locations is intense and EDOs are increasingly adopting similar methods to attract investment. This makes

it more difficult for EDOs to differentiate themselves and find new methods of attracting investment. This session looks at the activities of EDOs from around the world and highlights innovative ideas and best practices and sets those against results achieved.

SPEAKER **Adam Jones-Kelley**, President, Conway CONFIRMED

12:15 PM Lunch

1:15 PM Storytelling in FDI

Storytelling is an important part of the business development process. This course focuses on best practice in telling your story in the context of FDI. You will be able to use storytelling in your communication with companies and your marketing. It is an important skill that will positively impact your organization's bottom line.

SPEAKER **Guillermo Mazier**, Vice President of Innovation, Conway CONFIRMED

2:15 PM Coffee Break

2:30 PM Targeting Investors

This session examines how IPAs can be more effective in their targeting of investors, from sectors, drilling down to sub-sectors and even further to narrower segments of the industries you are targeting. This course outlines an effective process and focuses on how you can target successfully with better outcomes.

SPEAKER **John Evans**, Managing Director, Tractus Asia, Ltd. CONFIRMED

3:30 PM Coffee Break

3:45 PM The Site Consultant's Perspective: FDI 2019

The Site Consultant's Perspective focuses on the mindset of corporations with Asian manufacturing operations. What are companies concerned with in 2019? This session explores the business drivers keeping corporate decision makers awake at night as their business brings them to new markets. Hear the perspective from one of the most experienced consultants in the world.

SPEAKER **Mark Plum**, Director, East West Associates INVITED

4:45 PM Coffee Break

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5:00 PM Building a FDI Strategy

Looking into his role as a site consultant and his former role as the Executive Director of an investment promotion agency, our speaker outlines the elements of a successful FDI attraction strategy. Bring your notebook, because this session will have you taking lots of notes.

SPEAKER **Wouter Schuitemaker**,
Managing Director EMEA, **Hickey & Associates** CONFIRMED

6:45 PM Networking Cruise

Delegates board a boat for an evening networking reception while cruising down Bangkok's bustling Chao Phraya River. Network with the course speakers and fellow delegates while taking in the magnificent sights of Bangkok.

11:30 AM Top Ten Things IPA's Do Wrong

This course outlines the potential pitfalls IPA's face when engaging with companies. Learn from the hard-fought lessons and mistakes of other government agencies. There is a saying, "success is born from failure". This session takes the key learning points from the missteps of others for your benefit.

SPEAKER **Dennis Meseroll**, Executive Director, **Tractus Asia Ltd.** CONFIRMED

12:30 PM Lunch

1:15 PM The Public Relations Imperative

Public relations is one of the cornerstones of FDI marketing. This session highlights strategies and tactics your agency can leverage to enhance your PR activities and to get more out of your current PR programs. PR isn't just about press releases and announcements any more. This session will make you rethink how you approach PR.

SPEAKER **Shirar O'Connor**, Vice President, **Conway** CONFIRMED

2:15 PM Coffee Break

2:30 PM Marketing Boot Camp – Social Media

Social Media is gaining ground in its role in FDI. Digital platforms are used to build awareness, direct marketing, business development and aftercare. This session presents best practice in social media from IPA's around the world and dives into what you should be doing to improve your digital presence.

SPEAKER **Laura Martin**, Market Development Manager, **Conway** CONFIRMED

FRIDAY JANUARY 25 SEMINAR DAY 2

8:30 AM Coffee

8:50 AM Review of the Day

9:00 AM Masterclass – LinkedIn

LinkedIn is a fantastic business development and branding tool, and this session dives into how you can leverage this asset to its full potential. Become a LinkedIn Jedi.

SPEAKER **Guillermo Mazier**, Vice President of Innovation, **Conway** CONFIRMED

10:00 AM Coffee Break

10:15 AM Data Driven Lead Generation

Conway's Advisory consultant explains how the use of data is vital in effective economic development. With data-driven lead generation, Investment Promotion Agencies gain an unmatched competitive advantage when targeting prospective investors. Use this session to stay on top of new investment trends with real-time data analysis, and dig down into the data that really matters, the data that generates leads that actually lead somewhere.

SPEAKER **Annika Jostmeier**, Senior Manager, **Conway** CONFIRMED

11:15 AM Coffee Break

TRAINING CONCLUDES

CONFERENCE PARTNER



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