

# 2018 FDI INTERNATIONAL ECONOMIC DEVELOPMENT TRAINING SEMINAR

**MONDAY DECEMBER 3 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 The Power of Storytelling & Selling your Community**

Never underestimate the power of being able to tell your community's story in an authentic and impactful way. This session focuses on how to wrap and "package" your community's key messages in a way that will resonate with potential investors. There are strategies and tactics that have to be leveraged in the storytelling process. This session will help you achieve communication success.

SPEAKER **Matt McCue**, Editor-in-Chief, **Adobe 99U** INVITED

**10:00 AM Coffee Break**

**10:15 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

**11:15 AM Coffee Break**

**11:30 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

**12:00 PM Lunch**

**12:45 PM View From the Other Side of the Desk**

What if hindsight was 20/20? A former IPA Senior Executive shares his insights and hard-fought lessons after transitioning to the private sector. Looking back, he shares some of his key learnings from his days as the Secretary of Commerce for both the states of Mississippi and Florida.

SPEAKER **Gray Swoope**, CEO, **Vision First Advisors** INVITED

**1:45 PM Coffee Break**

**2:00 PM Are You Workforce Ready?**

Learn from the master of workforce training, Jeff Lynn, who has been the workforce development guru for the states of Georgia and Louisiana. In this session, Jeff outlines what it takes to be workforce ready and to meet the ever-growing demand for talent. Hear his thoughts and ideas on how your community can leverage its existing assets to help your investors recruit talent. Talent attraction is king and Jeff has the keys to the kingdom.

SPEAKER **Jeff Lynn**, Vice Chancellor Workforce & Economic Development, **Alabama Community College System** INVITED

**3:00 PM Coffee Break**

**3:15 PM The Site Consultant Session**

This interactive session focuses on site consultants, who they are and how you should approach your interactions with them. The course focuses on everything from your marketing and communications to networking and building relationships with this core group of business intermediaries. Hear from one of the most prolific site consultants in North America as she gives sound advice on how to work with these key multipliers.

SPEAKER **Courtney Dunbar**, Industrial Program Leader, **Olsson Associates** INVITED

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**4:15 PM Coffee Break**

**4:30 PM FDI CASE STUDIES - THE THREE PACK**

This session breaks down three FDI case studies and delves into the anatomy of each deal. What were the REAL factors that influenced the decision and how did the communities respond to meet the needs of the companies. Corporate investment isn't always what it seems, go behind the scenes and hear how each project unfolded and what the true drivers were.

SPEAKERS Shirar O'Connor, Vice President, Conway CONFIRMED  
 Laura Martin, Market Development Manager, Conway CONFIRMED

**5:30 PM Networking Cocktail**

### TUESDAY DECEMBER 4 SEMINAR DAY 2

**8:30 AM Coffee**

**8:50 AM Review of the Day**

Overview of the day

SPEAKER Adam Jones-Kelley, President, Conway CONFIRMED

**9:00 AM Trade Show Bootcamp**

This session will whip you into shape – trade show ready shape! More often than not, a trade show is won or lost before you even show up. Advanced preparation is key and the RIGHT kind of preparation is imperative. This session outlines the most productive way to approach your trade show participation.

SPEAKER Lorie Vincent, President, ACCELERATION by design CONFIRMED

**10:00 AM Coffee Break**

**10:15 AM FIRST CONTACT**

When looking at the life cycle of a FDI project the most critical point of the process is what we call the FIRST CONTACT. This is the point where you know the company is interested in your community and you are on the short list. What are the critical components of this part of the company engagement? How do you ensure that your jurisdiction stays on the company's target list? This session breaks down this crucial time in the project cycle, exploring the Do's, Don'ts and what the perfect engagement looks like.

SPEAKER Andrew Clutz, Director, Conway CONFIRMED

**11:15 AM Coffee Break**

**11:30 AM The Brand Trap**

One of the investment promotion world's top branding strategists reviews best practice case studies and real-world mishaps in the world of FDI branding. The session delivers some hard-fought lessons and food for thought for IPAs embarking on their own branding odyssey.

SPEAKER Jose Torres, CEO, Bloom Consulting INVITED

**12:30 PM Lunch**

**1:15 PM 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 Innovation, Conway CONFIRMED

**2:15 PM Coffee Break**

**2:30 PM Rankings Demystified**

Rankings, Indices, and Studies. Our industry has a love-hate relationship with rankings. This session delves into the realities of rankings, how you can work with the organizations that develop them and how you can leverage them in your day-to-day communication and PR activities.

SPEAKERS Shirar O'Connor, Vice President, Conway CONFIRMED

### TRAINING CONCLUDES