

2018 FDI INTERNATIONAL

ECONOMIC DEVELOPMENT TRAINING SEMINAR

MONDAY NOVEMBER 19 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 Masterclass – LinkedIn

This session is delivered by the person who *literally* ‘wrote the book’, *LinkedIn Unlocked*. LinkedIn and other social media channels are fantastic business development tools, and this session dives into how you can leverage this tool to its full potential.

SPEAKER **Melonie Dodaro**, Speaker & Author, *LinkedIn Unlocked* CONFIRMED

10:30 AM Coffee Break

10:45 AM Leveraging Diaspora Networks for FDI Attraction

A diaspora is defined as a community of people who live outside their country of origin but in some way are still connected to it. With conventional tactics to attract foreign direct investment in the forefront for most countries, diaspora approaches are often overlooked yet provide billions of dollars in investment. Learn how to harness the power of the connection to home in this thought provoking session.

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

11:45 AM Coffee Break

12:00 PM Comparing Economic & Investment Agency Messaging: Are You Really Different?

Competition among locations is intense and IPAs are increasingly adopting similar methods to attract investment. This makes it more difficult for locations and agencies to differentiate themselves and find new methods of attracting investment. This session looks at the activities of investment promotion agencies from around the world and highlights innovative

ideas and best practices and sets those against results achieved.

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

12:30 PM Lunch

1:30 PM Building a StartUp Ecosystem – Are You Ready for the Tech?

Building a startup ecosystem is a collaborative effort. Come hear how this startup entrepreneur “walks the talk” as she shares her experience and expertise in developing startup and tech ecosystems. She will give real world examples you can bring back to your communities. Technology clusters aren’t unicorns, they are achievable networks and mapped assets. Maren breaks down her secrets for achieving results.

SPEAKER **Maren Lesche**, Founder, *StartUp Colors* CONFIRMED

2:30 PM Coffee Break

2:45 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**, Site Consultant CONFIRMED

3:45 PM Coffee Break

4:00 PM Understanding & Complying with GDPR

GDPR is the most important change in data privacy regulation in 20 years and it is vital that your organization understand its implications and are compliant with its requirements. This session will help you traverse through the GDPR minefield and ensure you know how the new legislation affects how you can store and utilize data while working to bring in new leads for FDI into your region.

SPEAKER **Kimmie Rostrup Brauner, LL.M.**, Global Specialist & Senior Consultant - Privacy & EU GDPR, *IBM Global* CONFIRMED

5:00 PM End of Day One

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5:30 PM - 7:00 PM **Networking Cocktail**

TUESDAY NOVEMBER 20 SEMINAR DAY 2

8:30 AM **Coffee**

9:00 AM **The Site Consultant Session – Technology Value Propositions**

Propositions; in the world of FDI, true sector and technology propositions can often be the deciding factor for winning or losing a project. Well defined value propositions give companies a holistic view of your competitive position. This session discusses the importance of defining your value position and what this means for your organization.

SPEAKER **Johan Beukema,**
Managing Partner, **Location Strategies & Site Selection** CONFIRMED

10:00 AM **Coffee Break**

10:15 AM **Labor 4.0 - Workforce Mapping & Planning**

This session introduces regions and IPAs with the opportunities provided by Labour 4.0. While the 4th industrial revolution is coming at us at lightning speed, the labor market is lagging behind in performance and data availability. Using Smrt.bio's big data module CockpitWork, participants will be introduced to the power of micro-level workforce data as a tool for FDI attraction and workforce planning.

SPEAKERS **Richard Liebrechts,**
Business Development Director, **Smrt.bio** CONFIRMED
Frank Melis, Director, **Smrt.bio** CONFIRMED

11:15 AM **Coffee Break**

11:30 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

12:30 PM **Lunch**

1:15 PM **Social Media in FDI**

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 IPAs around the world and dives into what you should be doing to improve your digital presence.

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

2:15 PM **Coffee Break**

2:30 PM **First Contact – The FDI Lead Life Cycle**

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 **Michael Hass,** Managing Director, **PM&P** CONFIRMED

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