

FDI INTERNATIONAL TRAINING SEMINAR

MONDAY, OCTOBER 28 START OF SEMINAR

8:30 AM Coffee & Registration

8:50 AM Welcome

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

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

9:00 AM Building Next Generation Marketing Strategy for Investment Promotion

Technology is disrupting virtually everything in the marketing realm. This session focuses on what your agency should be thinking about when it comes to marketing and prospecting for investment projects. You want your agency to keep pace with the times and technology. Look to the future; this session will help you understand the changes taking place in EDO marketing.

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

10:00 AM Coffee Break

10:15 AM Workforce Development and Talent Attraction

Workforce development and talent attraction is one of the most prevalent issues facing communities when it comes to bringing in the right investment for your region. Carine shares her experience from the corporate world on what companies need from locations and trends and tips for attracting and retaining top talent.

SPEAKER **Arran Stewart**, Chief Visionary Officer, **Job.com** INVITED

11:15 AM Coffee Break

11:30 AM 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

12:00 PM Lunch

1:00 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** INVITED

2:00 PM Coffee Break

2:15 PM Site Selection 101

It is no secret that companies are becoming increasingly concerned about their talent pools and workforces. Hear what a top site consultants hearing from corporate clients. Which location factors are climbing in importance and which are diminishing. Discover how companies really make location decisions.

SPEAKER **Ann Harts**, Executive Vice President of Site Selection & Incentives, **ESRP Real Estate** INVITED

3:15 PM Coffee Break

3:30 PM 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 **Andrew Clutz**, Director of Corporate Investment & Analytics, **Conway** INVITED

TRAINING CONCLUDES