

# 2019 FDI INTERNATIONAL

## ECONOMIC DEVELOPMENT TRAINING SEMINAR

### TUESDAY APRIL 2 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 INVITED

**9:00 AM The Power of Storytelling and 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

**10:30 AM Coffee Break**

**10:45 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 INVITED

**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 INVITED

**12:30 PM Lunch**

**1:30 PM Building a Sales Strategy**

Looking back at his former role as the Executive Director of an investment promotion agency, our speaker outlines the elements of a successful FDI sales strategy. This course focuses on the A-Z elements of how a successful business recruitment team operates. From building the team to how you target companies, this session focuses on the essentials of the sales process.

SPEAKER **Wouter Schuitemaker**, Vice President of Global Development, Conway INVITED

**2:30 PM Coffee Break**

**2:45 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 **Annika Jostmeier**, Senior Manager, Conway INVITED

**3:45 PM Coffee Break**

**4:00 PM Amazon HQ2**

This session breaks down the HQ2 "Event" and how communities around North America responded. From best practice to approaches that fell flat, hear what we learned from the circus that was HQ2.

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

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**WEDNESDAY APRIL 3 SEMINAR DAY 2**

**8:30 AM Coffee**

**9:00 AM Digital Business Development**

The digital environment and the tools available online are tremendous resources for attracting FDI and your business development activities. This session examines digital tools such as LinkedIn and other channels that will help you improve your outreach and return. Become a digital Jedi.

SPEAKER **Guillermo Mazier**, Vice President of Innovation, **Conway** 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**  
 Co-Founder, **The Combine LLC** INVITED

**11:15 AM Coffee Break**

**11:30 AM Rally Resources to Fill Gaps**

As investment promotion professionals, you must wear many hats and your 'to do' list is a long one. To accomplish all that your job entails, you need resources that don't often exist in your organization and community. Look around you, in your networks and community. You many have all that you need. Hear from an economic developer, turned consultant, share thoughts on where you can unearth resources and hear her story and how she rallied resources to build an accelerator in her hometown.

SPEAKER **Erika Lucas**, CEO, **StitchCrew** INVITED

**12:30 PM Lunch**

**1:15 PM The New Dynamics of Corporate Investment**

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

SPEAKER **Gregg Wassmansdorf**,  
 Senior Managing Director of Global Corporate Services  
 Consulting, **Newmark Grubb Knight Frank** INVITED

**2:15 PM Coffee Break**

**2:30 PM The Perception Imperative: Harnessing Your Brand**

Perceptions are of vital importance in the FDI process. This session highlights strategies and tactics investment promotion agencies can utilize to build perceptions of their communities as good places to live, work, and do business.

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

**TRAINING CONCLUDES**