

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 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

3:45 PM Coffee Break

4:00 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

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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 **Joy Priya**, Consultant - FDI, Conway Advisory CONFIRMED

session offers strategic and practical solutions for how you should approach your site consultant outreach programs.

SPEAKER **Laura Jane Martin**, Global Director of Training, Conway 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 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 of Corporate Investment & Analytics, Conway CONFIRMED

WEDNESDAY APRIL 3 SEMINAR DAY 2

8:30 AM Coffee

9:00 AM LinkedIn Masterclass

LinkedIn is perhaps one of the most underutilized tools in the economic developer's tool kit. This session walks the delegates through this amazing tool and explains how they can leverage it to identify leads, schedule meetings, and build relationships.

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

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 CONFIRMED

11:15 AM Coffee Break

11:30 AM Multipliers: Channel Focus on Site Consultants

Site Consultants are important multipliers in the FDI mix. This session focuses on the who, what, where, when, and how to engage with site consultants. Offering tips and insights on how you communicate with them and the type of information and data they are looking for. This

TRAINING CONCLUDES