

# FDI INTERNATIONAL TRAINING SEMINAR

**MONDAY, NOVEMBER 18 SEMINAR DAY 1**

**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 Command the Room**

Telling your story is part of the FDI process, and this session, led by experienced news anchor, Mike Chinoy, formerly of CNN now with the University of Southern California is a master class in communication. Investment promotion professionals will gain insight into executive level speaking and presentation skills that will assist with negotiations, public speaking, and interactions with the press as well as the companies they are working with.

SPEAKER **Mike Chinoy**, Senior Fellow, **US-China Institute** INVITED

**10:30 AM Coffee Break**

**10:45 AM Creating a 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 investment promotion marketing.

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

**11:45 AM GDPR is Here. Are you Ready?**

The GDPR is officially here and many companies have implemented measures to comply. This new set of laws governing personal data has changed the way that companies and Investment Promotion Organizations can and should communicate with prospects and customers. Understand the core concepts essential to implementing GDPR protocols and best practices for investment promotion.

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

**12:15 PM Coffee Break**

**12:30 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

**1:00 PM Lunch**

**2:00 PM Building a Sales Strategy**

Looking back at his former roles in senior leadership in Investment Promotion Agencies, 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 **Andrew Clutz**, Director of Corporate Investment & Analytics, **Conway** INVITED

**3:00 PM Coffee Break**

**3:15 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 **Joy Priya**, Consultant - FDI, **Conway Advisory** INVITED

**4:15 PM Practical Exercise**

Exercise following on from Data Driven Lead Generation Session on news-based targeting and research.

SPEAKER **Joy Priya**, Consultant - FDI, **Conway Advisory** INVITED

# 2019 FDI INTERNATIONAL TRAINING SEMINAR

**TUESDAY, NOVEMBER 19 SEMINAR DAY 2**

**8:30 AM Coffee & Registration**

**8:50 AM Welcome & House keeping**

Welcome to day two and information for delegates.

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

**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

**10:30 AM Coffee Break**

**10:45 AM Building a Startup/ Technology Ecosystem**

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

**11:30 AM Coffee Break**

**11:45 AM FDI Aftercare**

On average, 30% of jobs created every year are from existing investors as they grow and expand their operations. This session examines the aftercare process and how to do it correctly. Done the right way, aftercare can help you identify new opportunities and safeguard projects. This course is an essential part of the FDI mix.

SPEAKER **Andrew Clutz**, Director of Corporate Investment & Analytics, **Conway** CONFIRMED

**12:45 PM Lunch**

**1:45 PM 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** INVITED

**Frank Melis**, Director, **Smrt.bio** CONFIRMED

**2:45 PM Practical Exercise**

Based on everything learned over the last two days attendees will be given a real-life case study of an investment project and asked to pitch their location to the potential investors. Conway consultants will provide feedback and suggestions.

SPEAKERS **All**

**3:00 PM TRAINING CONCLUDES**