

FDI INTERNATIONAL

MASTER CLASS

MONDAY FEBRUARY 19 SEMINAR DAY 1
8:00 AM Welcome Coffee

Coffee and Registration

8:45 AM Welcome

Overview of the two-day training with housekeeping announcements and information for the delegates. Introduction of the Training Chairman.

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

8:50 AM Welcome from the Training Chairman, Rene Buck, CEO, Buck Consultants International.

SPEAKER **Rene Buck**, CEO, **Buck Consultants International** CONFIRMED

9:00 AM Command the Room

This session focuses on presentation and media training skills. It offers delegates an insider's view from an experienced news anchor, Mike Chinoy, formerly of CNN and Countdown to Zero.

The session features insights into executive-level speaking and presentation skills that will assist investment promotion professionals with their negotiations, public speaking, and interactions with the press as well as the companies they are working with.

Telling your story is part of the FDI process. This session is a master class in communication.

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

10:30 AM Break
10:45 AM Trends and Changing Location Requirements in Manufacturing

Manufacturing, like many other industries, is morphing and moving in different directions. New markets are emerging and competing for manufacturing jobs. This session discusses the dynamics of the manufacturing industry. How are the location requirements of manufacturing companies changing? And how critical becomes the talent availability?

SPEAKER **Rene Buck**, CEO, **Buck Consultants International** CONFIRMED

11:45 AM View From the Other Side of the Desk

What if hindsight was 20/20? A former IPA Senior Executive shares his insights and hard-fought lessons after transitioning to the private sector. Looking back, he shares some of his key learnings from his days as the Secretary of Commerce for both the states of Mississippi and Florida.

SPEAKER **Gray Swoope**, CEO, **Vision First Advisors** CONFIRMED

12:45 PM Networking Lunch
1:30 PM Logistics - Trends and Developments

The Logistics industry is evolving at a rapid rate. Where is the sector going and what are the market influences? This session explores trends and the latest technology, markets, and factors influencing the industry. What will the next decade hold for the logistics sector? How can you position your region in various industrial supply chains?

SPEAKER **Martin Gouda**, Partner Supply Chain Solutions, **Buck Consultants** CONFIRMED

2:30 PM Masters of Your Brand

As leaders in the IPA world and within your organizations, you rely on your marketing team and marketing consultants to keep your brand on track. The author of the Place Equity Index and expert in location branding, Chris Fair, comes all the way from Vancouver to share his insights. Chris will give you the background on why you should take interest and actively steward your organization's brand. Understand what is at stake and become Masters of Your Brand.

SPEAKER **Chris Fair**, Managing Director, **Resonance** CONFIRMED

3:30 PM Break
4:00 PM Marketing (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

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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

5:00 PM Networking Reception

TUESDAY FEBRUARY 20 SEMINAR DAY 2

9:00 AM Comparing Economic & Investment Agency Performance: 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.

Denis Merkwirth, Vice President, **Conway Advisory** CONFIRMED

10:00 AM Attracting R&D Centers

If you look at any IPA website or proposition, everyone wants to attract high-value, knowledge-driven investment. Everyone wants R&D. In this session, we break down Research and Development and highlight where the opportunities are. How are you going to attract your community's piece of the R&D pie?

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

11:00 AM Break

11:15 AM Data Driven Lead Generation

Conway's expert research analyst 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 **Darina Petkova**, Operations Manager, **Conway Advisory** CONFIRMED

12:15 PM Lunch

1:15 PM Negotiating Skills & Incentives

This high-level session focuses on negotiating investment terms from some of the most experienced FDI consultants in the world. What are the critical factors that shape the decision? How to sharpen your negotiating skills once you get the company to the table? This session offers insights in to how you can improve your position while negotiating with companies. This may be one of the most important skills development sessions you will ever participate in.

PANEL **Rene Buck**, CEO, **Buck Consultants International** CONFIRMED

Denis Merkwirth, Vice President, **Conway Advisory** CONFIRMED

Gray Swoope, CEO, **Vision First Advisors** CONFIRMED

2:15 PM Break

2:30 PM Leveraging Multipliers

They say that for every consultant you know, you know 150 companies. How do Multipliers factor into your business recruitment efforts? Hear from a FDI professional who has been on both sides of the desk as she quantifies the economic impact multipliers have on FDI and presents strategies on how to build your site consultant engagement strategy.

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

CONCLUSION OF TRAINING

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