

2018 FDI INTERNATIONAL TRAINING SEMINAR

MONDAY FEBRUARY 19 SEMINAR DAY 1

8:00 AM Registration & Breakfast

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.

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 Comparing Economic & Investment Agency Performance: Are You Really Different?

Competition among locations is intense and EDOs are increasingly adopting similar methods to attract investment. This makes it more difficult for EDOs to differentiate themselves and find new methods of attracting investment. This session looks at the activities of EDOs from around the world and highlights innovative ideas and best practices and sets those against results achieved.

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

10:00 AM Retention & Expansion: The Missed Opportunity

It is easier to keep an existing client, compared with the blood, sweat and tears approach of attracting new investors. Many EDO and FDI organizations around the world usually ignore that fact and neglect retention and aftercare. This session will be a best practice session about how to do it right.

SPEAKER **Michael Hass**, Managing Director, PM&P INVITED

11:00 AM Break

11:30 AM Place Branding

Drilling down to identify your value proposition, sell to the client, and win and retain the investment. An interactive session where delegates will use the knowledge

from the day to prepare a SWOT analysis of their own location.

SPEAKER **Jose Torres**, CEO, Bloom Consulting INVITED

12:30 PM Lunch

1:30 PM Does M&A Matter?

The way many multinationals enter a new host market is changing. Greenfield investment gets the most attentions, but M&A is playing an increasingly important role in FDI. More than half of Chinese FDI begins as an M&A deal, and that trend is spreading across the developed world. How prepared is your agency to facilitate and derive maximum benefit from M&A deals? What are your competitors doing that you're not? And, how does M&A create jobs?

SPEAKER **John Evans**, Managing Director, Tractus Asia INVITED

2:30 PM Effective Networking & Capitalizing on Diasporas

In a global market with a lot of noise, how do you stand out and differentiate yourself? How do you tell your story and leverage your jurisdiction's assets? Networking and Diasporas are increasingly important as we work to develop connections that translate into leads. This session is designed to sharpen your skills to make stronger connections.

SPEAKER **Kingsley Aikins**, Founder & CEO, Diaspora Matters INVITED

3:30 PM Break

4:00 PM 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

5:00 PM Networking Event

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TUESDAY FEBRUARY 20 SEMINAR DAY 2

8:00 AM Breakfast

9:00 AM Negotiating Skills

Masterclass in negotiating investment terms from one of the most experienced FDI consultants in the world. Looking beyond incentives to the critical factors that shape the decision. How to sharpen your negotiating skills once you get the company to the table.

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

10:00 AM Workforce Development & Talent Acquisition

The fight for talent. Is there a more pressing issue for IPAs today? This group of experts will show us what an IPA can do to create and retain the workforce of tomorrow, and why many companies view this as the most important value you bring to the site selection process.

SPEAKER **Jeff Lynn**, Vice Chancellor, **Workforce & Economic Development, Alabama Community College System** INVITED

11:00 AM Break

11:30 AM 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, as the COO of tech company.

SPEAKER **Danny Lopez**, COO, **Blippar.com** INVITED

12:30 PM Lunch

1:30 PM Corporate Investment Drivers: Criteria that Sealed the Deal

We hear directly from at least one multinational company about how their investment decisions are made and how your city or state could improve services to the corporate investor.

SPEAKER **TBD**

EVENT CLOSE