

# FDI INTERNATIONAL

## 2018

### MASTER CLASS

#### MONDAY MARCH 5 SEMINAR DAY 1

**8:30 AM Registration & Coffee**

Coffee and Registration

**8:50 AM Welcome**

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

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

**10:15 AM Coffee Break**

**10:30 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** INVITED

**11:30 AM Coffee Break**

**11:45 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

**12:45 PM Lunch**

**1:45 PM Take a Look Around You**

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. Look around you, in your networks and community. You many have all that you need. Hear from a consultant who puts teams and resources together and finds solutions for her clients. This session focuses on ideas and tactics that you can use in your everyday job.

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

**2:45 PM Coffee Break**

**3:00 PM 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** INVITED

**4:00 PM Coffee Break**

**4:15 PM Build Your Brand and Improve Your Profile**

Branding from the perspective of the author of the Brand Equity Index. In this session, you will learn that there is more to what meets the eye when it comes to your jurisdiction's brand and building perceptions. It is much

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more complicated than you think as Chris Fair discusses strategic and tactical elements of place brand building.

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

**5:00 PM Networking Reception**

**TUESDAY MARCH 6 SEMINAR DAY 2**

**8:30 AM Coffee**

**8:50 AM Review of the Day**

Overview of the day

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

**9:00 AM Site Consultants Interactive Session**

This interactive session focuses on how you should approach your interactions with site consultants. The course focuses on everything from your marketing and communications to networking and building relationships with this core group of multipliers. Learn the DO's and DON'T's and the strategies you will need to get the most out of your site consultant relationships.

SPEAKER **Steve Weitzner**, CEO, **Silverlode Consulting** 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 Attracting and Retaining Top Talent**

How many times do you get to have a conversation with a tech CEO renowned for talent acquisition and retention? This session starts with an overview of the Tech Industry and where the growth is happening, and will teach what companies and economic development agencies need to be doing to develop and retain the workforce of tomorrow.

**Carine Clark**, CEO, **Banyan** INVITED

**12:30 PM Lunch**

**1:30 PM How projects are changing – The New Dynamics of Corporate Investment**

It's 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 -  
Global Corporate Services Consulting, **Newmark Grubb Knight Frank** INVITED

**2:15 PM Coffee 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**