

FDI INTERNATIONAL

ECONOMIC DEVELOPMENT TRAINING SEMINAR

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

8:55 AM Welcome from Hosts

Welcome from Dentons, the venue host for the FDI Training Seminar.

SPEAKER **Jeff Haidet**, US Chariman, **Dentons** CONFIRMED
Eric Tanenblatt, Chair, **Public Policy Group** CONFIRMED

9:00 AM Command the Room

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

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.

SPEAKER **Lori Klinka**, President, **Klinka, Public Speaking** 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 Trade vs. FDI

Even though trade metrics are difficult to capture and FDI is still the photo-op, ribbon

cutting darling, take a step back and consider trade. In some jurisdiction, trade is overtaking FDI as the go-to investment for economic promotion agencies. Brush up on your trade skills in this session to prepare for a shift in policy that may alter your job description.

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

12:15 PM Lunch

1:15 PM The Talent Quotient: Attracting and Retaining Talent

How many times do you get to be in room and have a conversation with a Tech CEO about talent. Come here a tech insider's perspective on talent attraction and retention. The talent question is keeping business executives awake at night. What can your community do to ensure it has the talent pipeline that companies need.

SPEAKER **Carine Clark**, CEO, **Banyan** CONFIRMED

2:15 PM Coffee Break

2:30 PM Site Consultants Interactive Session

This interactive session focuses on site consultants, who they are and how you should approach your interactions with them. The course focuses on everything from your marketing and communications to networking and building relationships with this core group of business intermediaries. Hear from one of the most prolific site consultants in North America as he gives practical advice on how to approach this important business development channel.

SPEAKER **Bob Hess**, Executive Managing Director,
Newmark Grubb Knight Frank CONFIRMED

3:30 PM Coffee Break

3:45 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 more complicated than you think as Chris

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Fair discusses strategic and tactical elements of place brand building.

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

5:00 PM Networking Event

TUESDAY MARCH 6 SEMINAR DAY 2

8:30 AM Coffee

8:50 AM Review of the Day

Overview of the day

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

9:45 AM Coffee Break

10:00 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

11:00 AM Coffee Break

11:15 AM Your Digital Footprint: Improving Agency Performance Digitally

One of the top Digital FDI Marketers presents his recommendations for getting your organization into the 21st Century. What

works, what doesn't work, and what are the basic tools you will need to compete in the instant information age.

SPEAKER **Guillermo Mazier**, CEO, **Atlas Advertising** CONFIRMED

12:15 PM Lunch

1:00 PM FDI Case Studies: The Three Pack

This session breaks down three FDI case studies and delves into the anatomy of each deal. What were the REAL factors that influenced the decision and how did the communities respond to meet the needs of the companies. Corporate investment isn't always what it seems, go behind the scenes and hear how each project unfolded and what the true drivers were.

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

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

Darina Petkova, Operations Manager, **Conway Advisory** CONFIRMED

1:45 PM Coffee Break

2:00 PM Why FDI Matters

FDI practitioners work tirelessly, facing fierce competition, to identify and secure corporate investment. We do this because we know that job creation, a solid tax base, and the capital and IP that companies bring are valuable for our economies – these factors just skim the surface. This session breaks everything down and answers the deeper questions about why FDI is so important and in fact, imperative.

SPEAKER **William Delaney, Esq.**, Founding Partner, **Delaney Law, PC** CONFIRMED

3:00 PM Coffee Break

3:15 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

TRAINING CONCLUDES