

2018 FDI INTERNATIONAL

ECONOMIC DEVELOPMENT TRAINING SEMINAR

MONDAY DECEMBER 3 SEMINAR DAY 1

8:30 AM Coffee & 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 The Power of Storytelling & Selling your Community

Never underestimate the power of being able to tell your community's story in an authentic and impactful way. This session focuses on how to wrap and "package" your community's key messages in a way that will resonate with potential investors. There are strategies and tactics that have to be leveraged in the storytelling process. This session will help you achieve communication success.

SPEAKER **Matt McCue**, Editor-in-Chief, **Adobe 99U** 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** CONFIRMED

11:15 AM Coffee Break

11:30 AM Are You Workforce Ready?

Learn from the master of workforce training, Jeff Lynn, who has been the workforce development guru for the states of Georgia and Louisiana. In this session, Jeff outlines what it takes to be workforce ready and to meet the ever-growing demand for talent. Hear his thoughts and ideas on how your community can leverage its existing

assets to help your investors recruit talent. Talent attraction is king and Jeff has the keys to the kingdom.

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

12:00 PM Lunch

12:45 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 Advisors** CONFIRMED

1:45 PM Coffee Break

2:00 PM Building 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 EDO marketing.

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

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.

SPEAKERS **Annika Jostmeier**, Senior Manager, **Conway** CONFIRMED

4:15 PM Coffee Break

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4:30 PM Multipliers: Channel Focus on Site Consultants

Site Consultants are important multipliers in the FDI mix. This session focuses on the who, what, where, when, and how to engage with site consultants. Offering tips and insights on how you communicate with them and the type of information and data they are looking for. This session offers strategic and practical solutions for how you should approach your site consultant outreach programs.

SPEAKER Shirar O'Connor, Vice President, Conway CONFIRMED

5:30 PM Networking Cocktail

TUESDAY DECEMBER 4 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 Trade Show Bootcamp

This session will whip you into shape – trade show ready shape! More often than not, a trade show is won or lost before you even show up. Advanced preparation is key and the RIGHT kind of preparation is imperative. This session outlines the most productive way to approach your trade show participation.

SPEAKER Lorie Vincent, President, ACCELERATION by design CONFIRMED

10:00 AM Coffee Break

10:15 AM FIRST CONTACT

When looking at the life cycle of a FDI project the most critical point of the process is what we call the FIRST CONTACT. This is the point where you know the company is interested in your community and you are on the short list. What are the critical components of this part of the company engagement? How do you ensure that your jurisdiction stays on the company's target list? This session breaks down this crucial time in the project cycle, exploring the Do's, Don'ts and what the perfect engagement looks like.

SPEAKER Andrew Clutz, Director, Conway CONFIRMED

11:15 AM Coffee Break

11:30 AM 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.

SPEAKERS Laura Martin, Manager of Market Development, Conway CONFIRMED

12:15 PM Lunch

1:00 PM Digital Business Development

The digital environment and the tools available online are tremendous resources for attracting FDI and your business development activities. This session examines digital tools such as LinkedIn and other channels that will help you improve your outreach and return. Become a digital Jedi.

SPEAKER Guillermo Mazier, Vice President of Innovation, Conway CONFIRMED

2:00 PM Coffee Break

2:15 PM Rankings Demystified

Rankings, Indices, and Studies. Our industry has a love-hate relationship with rankings. This session delves into the realities of rankings, how you can work with the organizations that develop them and how you can leverage them in your day-to-day communication and PR activities.

SPEAKER Shirar O'Connor, Vice President, Conway CONFIRMED

TRAINING CONCLUDES