

# 2018 FDI INTERNATIONAL

## ECONOMIC DEVELOPMENT TRAINING SEMINAR

**MONDAY NOVEMBER 19 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 **Adam Jones-Kelley**, President, **Conway** CONFIRMED

**9:00 AM Command the Room**

Telling your story is part of the FDI process, and this session, led by experienced news anchor, Mike Chinoy, formerly of CNN and Countdown to Zero, is a master class in communication. Investment promotion professionals will gain insight into executive-level speaking and presentation skills that will assist with negotiations, public speaking, and interactions with the press as well as the companies they are working with.

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

**10:30 AM Coffee Break**

**11:00 AM The Site Consultant Session – 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 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

**12:00 PM Coffee Break**

**12:15 PM Understanding & Complying with GDPR**

GDPR is the most important change in data privacy regulation in 20 years and it is vital that your organization understand its implications and are compliant with its requirements. This session will help you traverse through the GDPR minefield and ensure you know how the new legislation affects how you can store and

utilize data while working to bring in new leads for FDI into your region.

SPEAKER **Kimmie Rostrup Brauner LL.M.**, Global Specialist & Senior Consultant - Privacy and EU GDPR, **IBM Global** INVITED

**1:15 PM Lunch**

**2:00 PM 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.

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

**2:45 PM Coffee Break**

**3:00 PM The Brand Trap**

One of the investment promotion world's top branding strategists reviews best practice case studies and real-world mishaps in the world of FDI branding. The session delivers some hard-fought lessons and food for thought for IPAs embarking on their own branding odyssey.

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

**3:45 PM Coffee Break**

**4:00 PM Masterclass – Social Media**

This session is delivered by the person who *literally* 'wrote the book', *LinkedIn Unlocked*. LinkedIn and other social media channels are fantastic business development tools, and this session dives into how you can leverage these tool to their full potential.

SPEAKER **Melonie Dodaro**, Speaker and Author, **LinkedIn Unlocked** INVITED

**5:00 PM End of Day One**

Summary of the day and house keeping information.

**5:15 PM Networking Cocktail**

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**TUESDAY NOVEMBER 20 SEMINAR DAY 2**

**8:30 AM Coffee**

**9:00 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

**10:00 AM Coffee Break**

**10:15 AM Labor 4.0 - Workforce Mapping & Planning**

This session introduces regions and IPAs with the opportunities provided by Labour 4.0. While the 4th industrial revolution is coming at us at lightning speed, the labor market is lagging behind in performance and data availability. Using Smrt.bio's big data module CockpitWork, participants will be introduced to the power of micro-level workforce data as a tool for FDI attraction and workforce planning.

SPEAKER **Richard Liebrechts**, Director, Ripple-A CONFIRMED

**11:15 AM Coffee Break**

**11:30 AM First Contact - The FDI Lead Life Cycle**

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

**12:30 PM Lunch**

**1:15 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.

SPEAKER **Annika Jostmeier**, Senior Manager, Conway

**2:15 PM Coffee Break**

**2:30 PM Your Digital Footprint - Improving Agency**

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**, Vice President Innovation, Conway CONFIRMED

**TRAINING CONCLUDES**

**TRAINING PARTNER**

**PM & P**