

2019 FDI INTERNATIONAL TRAINING SEMINAR

MONDAY, OCTOBER 28 START OF SEMINAR

8:30 AM Coffee & Registration

8:50 AM Welcome

Overview of the 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 INVITED

10:30 AM Coffee Break

10:45 AM 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 INVITED

11:45 AM Coffee Break

12:00 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

12:45 PM Lunch

1:45 PM Targeting Investors

This session examines how IPAs can be more effective in their targeting of investors, from sectors, drilling down to sub-sectors and even further to narrower segments of the industries you are targeting. This course outlines an effective process and focuses on how you can target successfully with better outcomes.

SPEAKER **Douglas Van den Bergh**, Vice President – Advisory, Conway INVITED

2:45 PM Coffee Break

3:00 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**, Vice President, Conway INVITED

TRAINING CONCLUDES