

2018 FDI INTERNATIONAL TRAINING SEMINAR

MONDAY JANUARY 22 SEMINAR DAY 1

8:00 AM Registration & Breakfast

Coffee and Registration

8:45 AM Welcome

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

SPEAKER Shirar O'Connor, Vice President, Conway PR & Marketing 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

10:00 AM Retention & Expansion: The Missed Opportunity

It is easier to keep an existing client, compared with the blood, sweat and tears approach of attracting new investors. Many EDO and FDI organizations around the world usually ignore that fact and neglect retention and aftercare. This session will be a best practice session about how to do it right.

SPEAKER Michael Hass, Managing Director, PM&P INVITED

11:00 AM Break

11:30 AM Leveraging Multipliers: Beefing up your project pipeline

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

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strategies on how to build your multiplier engagement strategy.

SPEAKER Shirar O'Connor, Vice President, Conway PR & Marketing CONFIRMED

12:30 PM Lunch

1:30 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 CONFIRMED

2:30 PM Panel Discussion: The State of FDI – Latin America & Caribbean

Where are the opportunities for the region? Where should Latin American IPAs be prospecting and which industries should you be targeting. What does the future hold for FDI in the Americas and the Caribbean? Our panel of Latin American business experts discuss their thoughts on opportunities and the future.

PANEL H. Frances Reaves, Principal, Latin America Connection CONFIRMED

3:30 PM Break

4:00 PM Interactive Session: Pitching Consultants

How do you put your community's best foot forward? What is relevant and what is not? Led by a top site consultant, this session

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focuses on best practice for pitching and engaging site consultants. They won't bring their clients to the table unless you impress. This session will help you fine-tune your approach to negotiating and working with companies and their business advisors.

SPEAKER **Steve Weitzner**, CEO, Silverlode Consulting CONFIRMED

5:00 PM Networking Event

TUESDAY JANUARY 23 SEMINAR DAY 2

8:00 AM Breakfast

9:00 AM The Consultants Hour

What is keeping the average CEO awake at night, what are some of the business issues corporations are facing in today's global market? Hear first-hand what a top site consultant is hearing from his clients, as he shares some of the insights and concerns of the corporate world, while offering practical advice on what your community can do to address some of the issues facing corporations today

SPEAKER **Steve Weitzner**, CEO, Silverlode Consulting CONFIRMED

10:30 AM Workforce Development & Talent Acquisition

The fight for talent has moved from a regional stage to a global stage. Is there a more pressing issue for IPAs today? This expert will show us what an IPA can do to create and retain the workforce of tomorrow, and why many companies view this as the most important value you bring to the location decision making process.

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

11:30 AM Break

12:00 PM Lead Generation

Learn about the business recruitment process from a FDI professional who moved from consulting to investment promotion with one of the world's most dynamic cities, Toronto. There is no silver bullet when it comes to lead generation, but there are pathways to success. Learn more about the process and these pathways in a compelling session that examines the nuts and bolts of lead generation.

SPEAKER **Daniel Silverman**, Director Business Development, Toronto Global INVITED

1:00 PM Lunch

2:45 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 Fair discusses strategic and tactical elements of place brand building.

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

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