

FDI INTERNATIONAL TRAINING SEMINAR

MONDAY JANUARY 22 SEMINAR DAY 1

8:00 AM Registration & Coffee

8:40 AM Welcome

Mike Finney, President and CEO of The Beacon Council welcomes delegates to Miami.

SPEAKER **Mike Finney**, President and CEO, **The Beacon Council** CONFIRMED

8:50 AM Overview

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 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

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 Break

11:30 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

12:30 PM Lunch

1:30 PM 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 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

2:30 PM Coffee Break

2:45 PM 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** CONFIRMED

3:45 PM Break

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4:00 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

5:15 PM Networking Event

TUESDAY JANUARY 23 SEMINAR DAY 2

8:30 AM Coffee

8:50 AM Review of the Day

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

9:00 AM 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

10:30 AM Coffee Break

10:45 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

11:45 AM Break

12:00 PM 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

1:00 PM Lunch

2:15 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

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