

2018 FDI INTERNATIONAL

ECONOMIC DEVELOPMENT TRAINING SEMINAR

WEDNESDAY MAY 23 SEMINAR DAY 1

8:30 AM Registration & Coffee

Coffee and 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 FDI Overview

The state of FDI by the numbers. This session encapsulates what is happening in cross-border investment and outlines the data for the two-days of training. Where is the investment coming from and where is it going? This session sets the stage.

SPEAKER **Fred Olayele**, Associate Director, **Sprott School of Business** INVITED

9:30 AM Top 10 Things EDOs Do Wrong in Attracting Asian Investment

There are do's and don'ts when working with different cultures and some of these missteps can negatively impact your objectives. One of the most experienced consultants specializing in FDI and site consulting in Asia, outlines the pitfalls of working with Asian companies. Even if your focus is on North American, chances are you will eventually work with Asian companies. This session delivers "need to know" information that will be valuable insight for all the work you do.

SPEAKER **John Evans**, Managing Director, **Tractus Asia** INVITED

10:30 AM Coffee Break

10:30 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

11:45 AM Coffee Break

12:00 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** INVITED

1:00 PM Lunch

1:45 PM Multinationals – the Corporate Perspective

This session is run by someone on the front lines of global industry, with one of the fastest growing companies in the world. He will share some details on the challenges of operating in a global environment and the factors that shape location decisions in the world of Tata Sons. FDI is second nature to Tata, learn more about what is driving this global company and their views on talent, market opportunities and global business.

SPEAKER **James Shapiro**, Resident Director, **Tata Sons** CONFIRMED

2:45 PM Coffee Break

3:00 PM 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 **Shirar O'Connor**, Vice President, **Conway** CONFIRMED

3:45 PM Coffee Break

4:00 PM 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

2018 FDI INTERNATIONAL

ECONOMIC DEVELOPMENT TRAINING SEMINAR

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 INVITED

5:20 PM Networking Event

THURSDAY MAY 24 SEMINAR DAY 2

8:30 AM Coffee

8:50 AM Review of the Day

Overview of the day.

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

9:00 AM Site Consultant Session

This interactive session focuses on site consultants, who they are and how you should approach your interactions with them. The course focuses on everything from your marketing and communications to networking and building relationships with this core group of business intermediaries. Hear from one of the most prolific site consultants in North America as she gives sound advice on how to work with these key multipliers.

SPEAKER **Courtney Dunbar**, Industrial Program Leader, Olsson Associates INVITED

10:00 AM Coffee Break

10:15 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 INVITED

11:30 AM Coffee Break

11:45 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

12:30 PM Lunch

1:30 PM CEO Insider Report

What is keeping CEO's up at night? Hear from a CEO expert, someone who's business it is to know everything there is to know about these ultimate decision makers. How much influence do corporate CEO yield in location decisions? Where are these boundaries drawn when dealing with SME's vs. corporate giants? This course gets inside the minds of CEO's.

SPEAKER **Marshall Cooper**, CEO, Chief Executive INVITED

2:30 PM Coffee Break

2:45 PM Aftercare & Retention - Interactive Session

Almost 30% of new jobs created each year are attributed to expansion projects. How is your jurisdiction managing aftercare and retention? This interactive session explores tactics and strategies you can use to improve the way you interact with your existing industries.

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

3:30 PM Coffee Break

3:40 PM FDI Case Studies: The Three Pack

This session breaks down three FDI case studies and delves into the anatomy of each deal. What were the **REAL** factors that influenced the decision and how did the communities respond to meet the needs of the companies. Corporate investment isn't always what it seems, go behind the scenes and hear how each project unfolded and what the true drivers were.

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

TRAINING CONCLUDES