



CONWAY



DEVELOPING MULTIPLIER NETWORKS WITH SOCIAL MEDIA

Disclaimers



You still need to have strong relationships with companies, so Multiplier Programs should be viewed as valuable networking outreach.

Presentation Focus On ...

Why

30%

How

70%



Why Multipliers

It takes fewer resources to identify projects through a multiplier than it does to identify a project by qualifying & cold calling companies.

Why Multipliers



There are nearly 15,000 IPA's in the world. All competing for an estimated 12,000-projects per year.

Multipliers can help bring a HUGE task down to scale.



Why Multipliers

Having a good relationship with one multiplier is like having a good relationship with 50 or 100 companies.



Business Services Multipliers

On average, projects involving a multiplier from an international business services firm.

Have **2X** the capital expenditure of projects not involving a multiplier

Have **3X** the number of jobs

Are **greenfield** or **headquarter** projects

32% of projects break ground within 1 year

56% of projects break ground with 2 years



Who are Multipliers

Business Advisors

Tax Consultants

Site Consultants

Law Firms

Business Strategy Consultants

Industry Analysts



Who are Multipliers

Tax Consultants





Who are Multipliers

Site Consultants





Who are Multipliers

Site Consultants





EveningStandard.

**Facebook to open new London HQ
bringing 500 jobs to UK**



Who are Multipliers

Site Consultants





Who are Multipliers

ATLANTA
BUSINESS CHRONICLE

Baxter announces Covington manufacturing plant, 1,500 jobs

Healthcare conglomerate [Baxter International Inc.](#) plans to open a plasma-based treatments manufacturing plant on metro Atlanta's Eastside – a project that will bring more than 1,500 jobs.

The \$1 billion plant will be built in Stanton Springs, [a 1,600-acre, a master-planned development east of Interstate 285](#) near Covington, Ga. Construction will begin this year with commercial production scheduled to begin in 2018. The 1 million square-foot facility will include operations supporting plasma fractionation, purification, fill-finish and a testing lab.



Who are Multipliers

Law Firms





Who are Multipliers

Law Firms

THE WALL STREET JOURNAL.

Home World U.S. Politics Economy **Business** Tech Markets Opinion Life & Arts Real Estate WSJ Magazine



🔑 Wal-Mart to Raise Minimum U.S. Wage to \$11 an Hour



🔑 Why You Won't Stop Getting Junk Mail



🔑 U.S. vs. AT&T: A Court Fight Over Future of TV



VIDEO 🔑 Inside Amazon's Quest for Global Domination

BUSINESS

Mercedes-Benz Moving U.S. Headquarters to Atlanta

Daimler's U.S. Luxury Car Offices Have Been Based in New Jersey Since 1972

Who are Multipliers

Law Firms

BAKER & MCKENZIE



Law . Tax





Who are Multipliers

Project Support Organizations

Banks

Commercial Real Estate Firms

Engineering & Construction Companies

Architects

Developers

Tax Structure

Incentives

Utilities

Who are Multipliers

Developers & Development Banks





Who are Multipliers

Commercial Real Estate

The logo for CBRE, consisting of the letters 'CBRE' in a bold, green, sans-serif font.

CBRE

The logo for JLL, featuring a red and white striped circular icon to the left of the letters 'JLL' in a bold, black, serif font.

JLL

The logo for Cushman & Wakefield, featuring a red graphic of vertical bars of varying heights to the left of the text 'CUSHMAN & WAKEFIELD' in a bold, black, sans-serif font.

**CUSHMAN &
WAKEFIELD**

Who are Multipliers

Utilities



Who are Multipliers



Landsvirkjun

REYKJAVIK, Iceland--(BUSINESS WIRE)--Landsvirkjun, the National Power Company of Iceland, today announced that it has signed a new power purchase agreement (PPA) with PCC Bakki Silicon hf. Under this agreement, Landsvirkjun will provide electricity to power a metallurgical grade silicon metal production plant being built by PCC Bakki Silicon in Bakki near Husavik on Iceland's north-east coast. The 32,000 ton facility is scheduled to commence operations in early 2017 and will require 58 megawatts (MW) of power which will be derived entirely from the renewable energy sources of hydro and geothermal power in Iceland.

"We are also very pleased that our long-standing collaboration with PCC Bakki Silicon is progressing in a significant way and we look forward to taking on this new stage of our partnership."

[Tweet this](#)

"We are very pleased to sign this contract as Landsvirkjun moves towards a more diverse customer base and we welcome PCC Bakki Silicon and the silicon metal industry into our growing group of customers. We are confident that silicon metal production will thrive in Iceland for the long term, where power is generated from 100% renewable energy sources. Conditions are excellent for power-intensive industries to grow in Iceland and to gain a valuable competitive advantage in Europe and globally," commented Dr. Hordur Arnarson, CEO of Landsvirkjun. *"We are also very pleased that our long-standing collaboration with PCC Bakki Silicon is progressing in a significant way and we look forward to taking on this new stage of our partnership."*

"During the past few years, PCC Bakki Silicon has been working diligently to develop our silicon metal plant project in Bakki where we believe first-rate conditions exist to build and operate a silicon metal plant. We have enjoyed strong commitment and support from our Icelandic partners as well as local and national authorities. Our cooperation with Landsvirkjun has been professional and trustworthy and today's signature of the power contract constitutes a highly important milestone in our project," commented Peter



Who are Multipliers

Affinity Groups

Industry Groups & Trade Associations

Diaspora Networks

Trade Show Organizers

Chambers of Commerce

Alumni Networks

Your Existing Investors

Embassies & Consulate (Foreign IPA's)



Who are Multipliers

Affinity Groups
Diaspora Networks



INVEST IN DENMARK

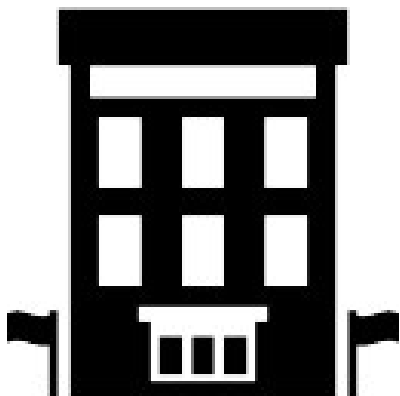




Multiplier Programs Are About...

Networking & Building Relationships

Different Approaches and Definitions





Where to Start

Define Your Multiplier Targets

Where to start



Organize yourself

-Which multiplier groups are you targeting?

-Which industry sectors are you targeting?

-Identify the core assets in your jurisdiction?

-Identify what makes your jurisdiction different?



Where to start

Industry Sectors

Will help you with identifying who you should target

Core Assets and Differentiators

What you are going to say to the multipliers



Engaging with Site Consultants

Develop a list of your TOP 50 Site Consultant targets.



Where to start

What you are going to say to the site consultants, knowing that these are some of the core factors they evaluate...

WORKFORCE

TRANSPORTATION AND INFRASTRUCTURE

AVAILABLE BUILDINGS AND SITES

STATE AND LOCAL TAX STRUCTURE

INCENTIVES

UTILITIES

REGULATORY ENVIRONMENT

UNIVERSITY ASSETS

COST OF REAL ESTATE



Engaging With Multipliers

Marketing

- Digital Direct Marketing
- Social Media
- Direct Mail Marketing
- Meetings



Engaging With Multipliers

Social Media

- Most of the European and North American multipliers are on LinkedIn and Twitter
- When you establish strong relationships with them, you can move to more personal channels such as Facebook, SnapChat, and Instagram

Engaging With Multipliers



Linked 



Engaging With Multipliers

Where to start ... at the beginning.

- Narrow down three industry sectors you want to focus on.
- Develop a list of 50 multipliers for each of the three sectors
 - The list can be comprised of a mix of multipliers for each sector
- Reach out and connect to everyone on your lists
- Create a messaging strategy for each of three groups.



DEVELOPING YOUR LIST



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THE WORLD'S LEADING LOCATION STRATEGISTS

The Site Selectors Guild is the only association of the world's foremost professional site selection consultants. Guild members provide location strategy to corporations across the globe and for every industry, sector, and function.



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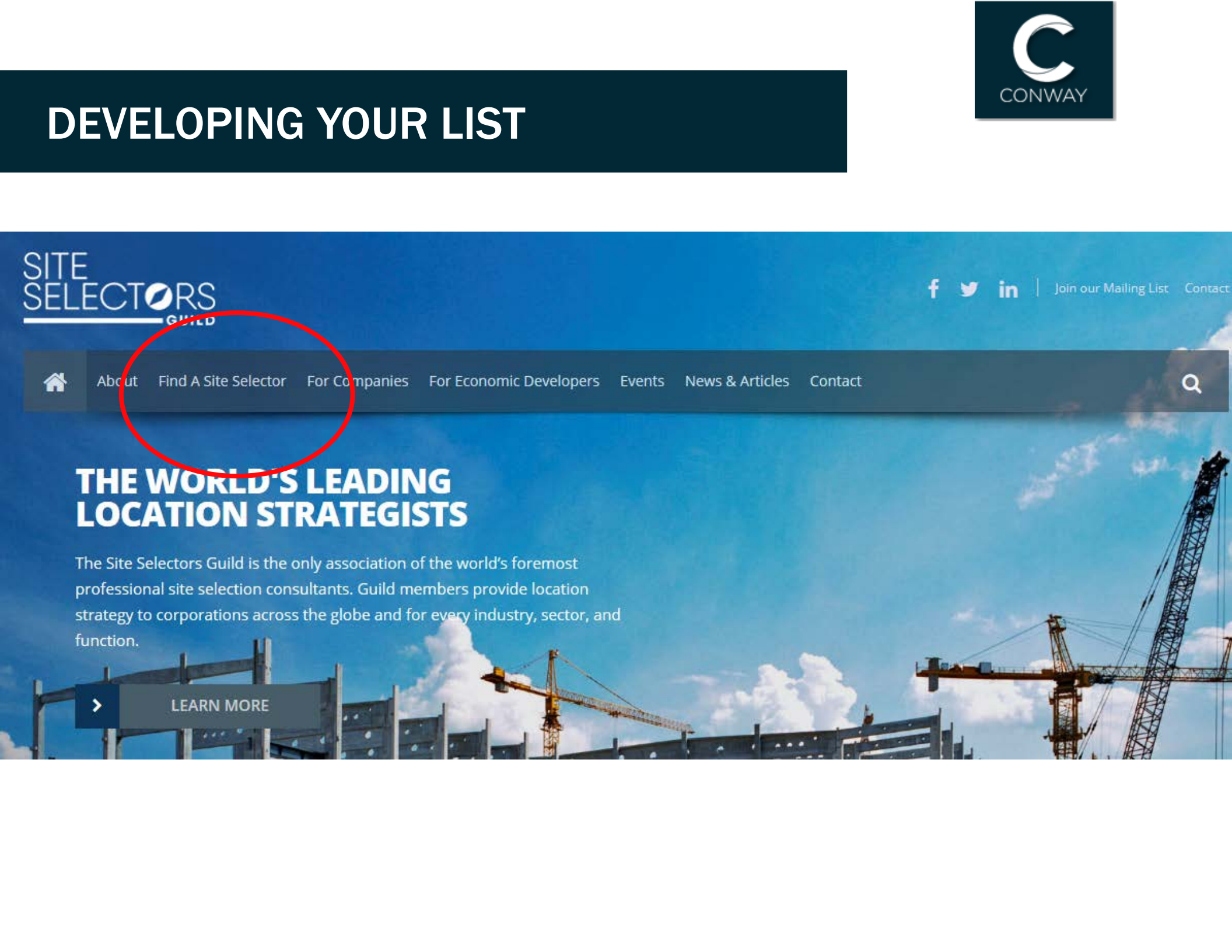


THE WORLD'S LEADING LOCATION STRATEGISTS

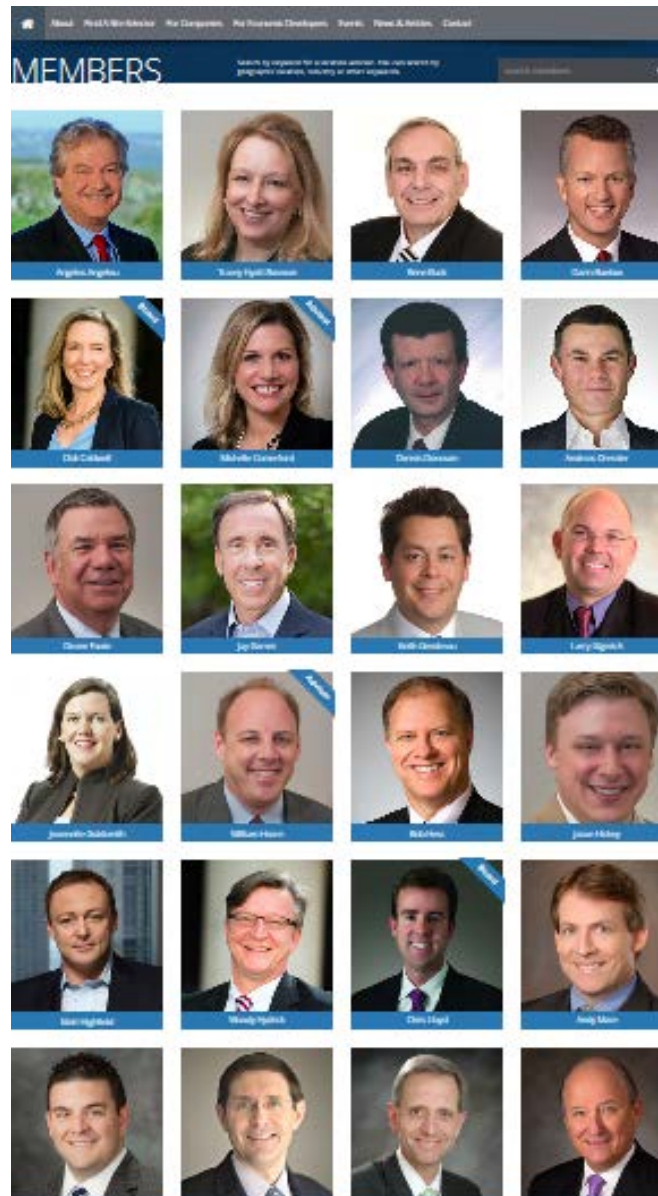
The Site Selectors Guild is the only association of the world's foremost professional site selection consultants. Guild members provide location strategy to corporations across the globe and for every industry, sector, and function.



LEARN MORE



DEVELOPING YOUR LIST



DEVELOPING YOUR LIST



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KPMG contacts

Canada

Greg Wiebe

+1 416 777 3271

gwiebe@kpmg.ca

Brad Watson

+1 416 777 8142

bdwatson@kpmg.ca

Stéphane Tremblay

+1 514 840 2354

stremblay@kpmg.ca

Australia

Brendan Rynne

+61 3 9288 5780

bjryrne@kpmg.com.au

France

Olivier Ferrari

+33 1 5568 1476

olivier.ferrari@fidal.com

Germany

Philipp Ostermeier

+49 89 9282 4238

postermeier@kpmg.com

Italy

Roberto Romito

+39 068 09631

rromito@kpmg.it

Japan

Yasuhiko Ito

+81 3 6229 8340

yasuhiko.ito@jp.kpmg.com

Mexico

Oscar Silva

+52 55 5246 8578

osilva@kpmg.com.mx

Netherlands

Elbert Waller

+31 20 656 7009

waller.elbert@kpmg.com

United Kingdom

David Ashworth

+44 118 964 2458

david.ashworth@kpmg.co.uk

United States

Ulrich Schmidt

+1 267 256 2786

ulrichschmidt@kpmg.com



Engaging With Multipliers

Ask yourselves these questions...

What is your first step to engaging with them?

What do you want them to know about you?

How do you want them to perceive your community?

How do you want them to view your organization? -a trusted advisor and facilitator?



Engaging With Multipliers

LinkedIn

Recommend you purchase the SALES package for LinkedIn for about \$89 per month.

Take the list of multipliers you have created and send link requests to all of them.

Look at what they post and like – get a sense of what their interests are.

Set up alerts within LinkedIn on specific people and organizations.



Engaging With Multipliers

Engaging with them starts with listening.



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Engaging With Multipliers

**Every good
conversation
starts with
good listening.**

©2009 Mike Arauz



Engaging With Multipliers



Jeff Forsythe

President at Forsythe & Associates, Inc.

2d



It was a great first week at Forsythe & Associates. After more than 17 years of providing site selection and incentive negotiation services to corporate clients, I decided to start my own location advisory firm. Looking forward to working with many more great companies and economic development professionals in the near future.



**FORSYTHE &
ASSOCIATES**

76 Likes · 15 Comments

Like Comment Share

Top Comments ▼

Engaging With Multipliers



Mark Williams

President at Strategic Development Group, Inc.; Vice/Past Chair, Site Selectors Guild 4d

Congratulations to Commercial Metals Company on the recent dedication of its state-of-the-art micro mill located in Durant, Oklahoma. SDG appreciated the opportunity to assist with site location and investive negotiation activities.

<https://lnkd.in/eA7SAND>



Recent aerial photograph courtesy of: The Durant Industrial Authority

Engaging With Multipliers

FLUOR, Fluor Corporation
4h

+ Follow

Fluor's @StorkTS awarded GARAMITE additives expansion project by BYK in Gonzales, #Texas <http://bit.ly/2rbAEn5>



76 Likes

Engaging With Multipliers



Tom Stringer, Esq.

National Site Selection & Incentives Service Leader at BDO USA, LLP

1h



Great to be a part of the Nikola team.



Andrew Christian

Director Nikola Defense at Nikola Motor Company

17h

Awesome to see so many Soldiers excited about "Electric Vehicles".....I think 590 HP and 0-60 in 3.5 seconds has something to do with it. [#NikolaReckless](#)



1 Like

Like Comment Share

Engaging With Multipliers



Sam Moses

Attorney at Parker Poe Adams & Bernstein LLP

12h



Parker Poe Attorneys and Consultants Collaborate to Help Global Manufacturer Open its First U.S. Plant

parkerpoe.com

8 Likes · 1 Comment

Engaging With Multipliers

Parker Poe Attorneys and Consultants Collaborate to Help Global Manufacturer Open Its First U.S. Plant

News
May 17, 2018



Tristone Flowertech Group

The CEO of Tristone Flowertech Group stood Wednesday before a huge construction site in Mooresville, North Carolina.

"In seven months, behind me, a plant will be there that is 20,000 square meters, which will employ in three years more than 300 people," said Guenter Froelich, who had traveled from his company's global headquarters in Germany. "The total investment is more than \$23 million."

Parker Poe and Parker Poe Consulting supported the Tristone team to realize this new strategy to produce its products in the United States, making it Tristone's second facility in the NAFTA region, with one already operating in Mexico.

It all started with Tristone's decision in September 2016 to find a location for its first U.S. manufacturing plant. The company supplies critical parts, including engine and battery cooling solutions, to original equipment manufacturers (OEMs) that serve the automotive industry worldwide.



Engaging With Multipliers

Social Media is a Visual Medium

- Use LOTS of pictures – even in LinkedIn
- If you want to grab their attention, do not repost content, post original content
- Use LinkedIn to BRAND, and create awareness

Engaging With Site Consultants

Convey information in short and concise bursts



Monika Šerėnienė

HR Manager at Invest Lithuania

14h

Strong [#investlithuania](#) HR has become even stronger! Please welcome my new colleague [Indre Tamole](#) who will take care of attracting talents to our agency.



Engaging With Site Consultants



Aaron Rosland

Counsellor (Commercial-Ontario) / Diplomat with extensive international experience.

Check out www.canada.ai. It includes a **#startup** resource directory for Canadian **#AI** groups and major **#AI** news items categorized as: **#EdTech**, **#Fintech**, **#Healthcare**, Food & Agriculture, **#Transportation**, and **#** ...see more



Canadian AI Superclusters

Universities | Machine Learning Researchers | Labs & Institutions

University of Alberta

Richard Sutton
Alberta Machine Intelligence Institute (AMII)
Reinforcement learning and artificial intelligence group (RLAI)
Bionic Limbs for Improved Natural Control (BLINC)

University of Toronto University of Waterloo

Geoffrey Hinton
Yusuf Salakhutdinov
Vector Institute
UofT Machine Learning Group
Canadian Institute for Advanced Research (CIFAR)

Edmonton

Montreal

Toronto-Waterloo

Université de Montréal McGill University

Yoshua Bengio
Ian Goodfellow
Institut de Valorisation des Données (IVADO)
Montreal Institute for Learning Algorithms (MILA)





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SHIRAR O'CONNOR
shirar@conway.com
+1 646-496-7668

THANK YOU !