

# 2020 FDI INTERNATIONAL TRAINING SEMINAR

## MONDAY APRIL 20 SEMINAR DAY 1

**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

**9:00 AM Creating a 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 investment promotion marketing.

SPEAKER **Guillermo Mazier**, Vice President of Innovation, Conway

**10:30 AM Coffee Break**

**10:45 AM Building a Sales Strategy**

Looking back at his former roles working in senior leadership with investment promotion agencies, our speaker outlines the elements of a successful FDI sales strategy. This course focuses on the A-Z elements of how a successful business recruitment team operates. From building the team to how you target companies, this session focuses on the essentials of the sales process.

SPEAKER **Andrew Clutz**, Director of Corporate Investment & Analytics, Conway

**11:45 PM 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

**12:45 PM Lunch**

**1:45 PM Talent Attraction and Retention**

Globalization is increasing competition to attract and retain employees. The current phase of Industrialization has also attracted companies to locations where they can find the best and the brightest talent. Location factors and employee satisfaction contribute to the efficiency of the employee, the company and thus the economic development of the region. What role can EDOs play in Talent Retention? How can they help attract and retain the best and the brightest into the region?

SPEAKER **Ghinwa Moujaes**, Consultant – FDI, Conway Advisory

**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 **Joy Priya**, Consultant - FDI, Conway Advisory

**4:00 PM Practical Exercise**

Exercise following on from Data Driven Lead Generation Session on news-based targeting and research.

SPEAKER **Joy Priya**, Consultant - FDI, Conway Advisory

**5:30 PM Informal Drinks Reception**

For all training attendees and speakers.

# 2020 FDI INTERNATIONAL TRAINING SEMINAR

## TUESDAY APRIL 21 SEMINAR DAY 2

**8:30 AM Coffee & Registration**

**8:50 AM Welcome & Housekeeping**

Welcome to day two and information for delegates.

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

**9:00 AM LinkedIn Masterclass**

LinkedIn is perhaps one of the most underutilized tools in the economic developer's tool kit. This session walks the delegates through this amazing tool and explains how they can leverage it to identify leads, schedule meetings, and build relationships.

SPEAKER **Guillermo Mazier**, Vice President of Innovation, Conway

**10:30 AM LinkedIn Practical Exercise**

Attendees will be split into groups to complete an exercise to put into practice the skills learned from the LinkedIn Masterclass.

SPEAKER **Guillermo Mazier**, Vice President of Innovation, Conway

**11:00 AM Coffee Break**

**11:15 AM Building a Startup/ Technology Ecosystem**

Building a startup ecosystem is a collaborative effort. Come hear how this startup entrepreneur "walks the talk" as she shares her experience and expertise in developing startup and tech ecosystems. She will give real world examples you can bring back to your communities. Technology clusters aren't unicorns, they are achievable networks and mapped assets. Maren breaks down her secrets for achieving results.

SPEAKER **Maren Lesche**, Founder, StartUp Colors

**12:15 PM Coffee Break**

**12:30 PM Evaluation of Email Marketing**

In this session we explore the dos and don'ts of email marketing. We learn from surveys of corporate investors on what approach works and tricks of the trade from sales experts. We will also be evaluating real life email

approaches from the audience and some that have been received by Conway's consultants.

SPEAKER **Laura Jane Martin**, Global Director of Training, Conway

**1:00 PM Lunch**

**2:00 PM FDI Aftercare**

On average, 30% of jobs created every year are from existing investors as they grow and expand their operations. This session examines the aftercare process and how to do it correctly. Done the right way, aftercare can help you identify new opportunities and safeguard projects. This course is an essential part of the FDI mix.

SPEAKER **Andrew Clutz**, Director of Corporate Investment & Analytics, Conway

**3:00 PM Coffee Break**

**3:15 PM Market Trends Towards Sustainable Development**

The presentation covers background and trends around sustainable investment and how it links to sustainable development goals. We will also go into practical methods that IPAs can adopt when trying to attract sustainable investments into their regions, and the sorts of benefits that local communities stand to reap from those projects in comparison to traditional industry. The presentation will be grounded in real-life case studies and serve as a toolkit for EDO staff that want to incorporate more sustainable investments into their investment attraction portfolio.

SPEAKER **Joy Priya**, Consultant - FDI, Conway Advisory

**4:00 PM Practical Exercise**

Based on everything learned over the last two days attendees will be given a real-life case study of an investment project and asked to pitch their location to the potential investors. Conway consultants will provide feedback and suggestions.

SPEAKERS All

**4:30 PM TRAINING CONCLUDES**