

Monday, 17 June

Room Wharf 1-3
Hyatt Regency Hotel
Sydney, NSW, Australia

2019

FDI INTERNATIONAL

ECONOMIC DEVELOPMENT TRAINING SEMINAR

MONDAY 17 JUNE

8:30 AM Welcome Coffee

Coffee and 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 Command the Room

Telling your story is part of the FDI process, and this session, led by experienced news anchor, Mike Chinoy, formerly of CNN and Countdown to Zero, is a master class in communication. Investment promotion professionals will gain insight into executive level speaking and presentation skills that will assist with negotiations, public speaking, and interactions with the press as well as the companies they are working with.

SPEAKER **Mike Chinoy**, Senior Fellow, US-China Institute

10:30 AM Break

10:40 AM Workforce Development and Talent Attraction

Workforce development and talent attraction is one of the most prevalent issues facing communities when it comes to bringing in the right investment for your region. Carine shares her experience from the corporate world on what companies need from locations and trends and tips for attracting and retaining top talent.

SPEAKER **Arran Stewart**, Chief Visionary Officer, Job.com

11:30 AM Break

11:40 AM 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

12:15 PM Lunch

1:00 PM Building a Sales Strategy & Data Driven Lead Generation

In this session our speaker outlines the elements of a successful FDI sales strategy and utilizing data to target potential investors. 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 and lead generation process.

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

2:00 PM Break

2:15 PM Building a StartUp Ecosystem - Are You Ready for the Tech?

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

3:00 PM Break

3:10 PM Building 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 EDO marketing.

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

