

Monday, 17 June
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 attendees.

SPEAKER Adam Jones-Kelley, President, Conway CONFIRMED

9:00 AM 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 INVITED

10:00 AM Break

10:10 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 Carine Clarke, CEO, Banyan CONFIRMED

11:00 AM Break

11:15 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 CONFIRMED

12:00 PM Lunch

1:00 PM Building an FDI Sales Strategy

Looking back at his former role as the Executive Director of an investment promotion agency, 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 Wouter Schuitemaker, Vice President of Global Development, Conway INVITED

1:45 PM Break

2:00 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 INVITED

2:45 PM 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 Annika Jostmeier, Vice President, Conway CONFIRMED



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3:45 PM Break

4:00 PM Social Media and FDI

Social Media is gaining ground in its role in FDI. Digital platforms are used to build awareness, direct marketing, business development and aftercare. This session presents best practice in social media from IPA's around the world and dives into what you should be doing to improve your digital presence.

SPEAKER

Laura Jane Martin,
Global Director of Training and Events, **Conway** CONFIRMED

