

2020 FDI INTERNATIONAL TRAINING SEMINAR

MONDAY 15 JUNE

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 **Building Next Generation Marketing Strategy for Investment Promotion and LinkedIn Masterclass**

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 and how to utilize tools like LinkedIn to generate leads and connect with investors.

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

10:30 AM **Break**

10:45 AM **Site Selection 101**

A global FDI flows decrease and competition for investment projects increases hear what top site consultants are hearing from corporate clients. Which location factors are climbing in importance and which are diminishing. Discover how companies really make location decisions.

SPEAKER **Chris Steele**, Vice President of Advisory, **Conway**

11:45 AM **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 **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 **Collin Perciballi**, Senior Consultant of Advisory, **Conway**

2:45 PM **Break**

3:00 PM **First Contact with Investors and Evaluation of Email Marketing**

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? This session breaks down this crucial time in the project cycle, exploring the Do's, Don'ts and what the perfect engagement looks like. We will also learn from surveys of corporate investors on what approach works and tricks of the trade from sales experts. We will 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**

4:00 PM **END OF TRAINING**



Monday, 15 June
Vancouver, BC, Canada

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