

# 2022 FDI INTERNATIONAL TRAINING SEMINAR

## MONDAY 9 MAY

### 8:30 AM Welcome, introduction and housekeeping

SPEAKER **Laura Jane Martin**, Independent FDI Training Consultant

### 9:00 AM The State of Play – How To Build Your Marketing Strategy in a Changed World

The last two years have brought the biggest shift in all the systems of government and business that most of us will see in our lifetime. Cross border investment declined rapidly, the travel and tourism sectors are on their knees, and we are trying to navigate a new world of home and hybrid work models. Whilst many focus on the challenges and uncertainty it is important to also look at what opportunities those of us working in economic development and investment attraction have as we come through the other side of the pandemic, how we can utilize technology to communicate with prospects and form our marketing strategy and what can we do to prepare for further disruptions in the future.

SPEAKER **Guillermo Mazier**, President – Americas, **Wavteq**

### 10:30 AM Coffee Break

### 10:45 AM Solving the Workforce Headache for Corporate Investors

The availability, skills set and costs are a major location driver for FDI projects in all types of operations and across industries. But in many European regions and US States there is a labor market shortage for a lot of job titles which will not go away. How are corporate investors coping with these challenges and how can you support potential investors with tailor-made recruitment and training programs?

SPEAKER **Rene Buck**, CEO, **Buck Consultants International**

### 11:30 AM Data Driven Lead Generation

Our 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, dig down into the data that really matters and leads to real prospects and

what digital tools are best to nurture these leads and advance them through your project pipeline.

SPEAKER **Chris Knight**, COO & Co-Founder, **Wavteq**

### 12:15 PM Lunch

### 1:15 PM Community Readiness & Top Location Factors to Consider

Hear what a top site consultants hearing from corporate clients. Which location factors are climbing in importance, and which are diminishing? Discover how companies really make location decisions from a top site consultant advising expanding companies and what your community can do to ensure that you have everything ready that a consultant or company needs when the call comes.

SPEAKER **Laura Jane Martin**, Independent Consultant representing **Conway Data, Inc**

### 2:00 PM 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, and often neglected, part of the FDI mix.

SPEAKER **Andrew Clutz**, Head of Economic Development, **Tractus Asia**

### 3:00 PM Coffee Break

### 3:15 PM Global Best Practices

In the world of FDI and Economic Development consultants are often asked – who are the best agencies in the business? What are the most successful IPAs and EDOs doing to land their projects? For the final session of this training a panel of top global consultants will share and discuss global best practices and what agencies can learn from those at the top of their game and share case studies that illustrate this success.

SPEAKERS **Guillermo Mazier**, President – Americas, **Wavteq**

**Andrew Clutz**, Head of Economic Development, **Tractus Asia**

**Rene Buck**, CEO, **Buck Consultants International**

MODERATOR **Laura Jane Martin**, Independent FDI Training Consultant

### 4:15 PM Thank you, wrap up & end of training

