

2020 FDI INTERNATIONAL TRAINING SEMINAR

MONDAY 21 SEPTEMBER

8:30 AM Coffee & Registration

8:50 AM Welcome

Overview of the training with housekeeping announcements and information for the delegates.

SPEAKER **Laura Jane Martin**, Global Director of Training, 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 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**, Manager of FDI, Conway Advisory

11:30 AM Practical Exercise

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

SPEAKER **Joy Priya**, Manager of FDI, Conway Advisory

12:00 PM Break

12:15 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 **Laura Jane Martin**, Global Director of Training, Conway

1:00 PM Lunch

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 part of the FDI mix.

SPEAKER **Collin Perciballi**, Senior Consultant of Advisory, Conway

3:00 PM Break

3:15 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

4:15 PM END OF TRAINING