

Monday, 11 June

ACC Liverpool  
Kings Dock, Liverpool Waterfront,  
L3 4FP

# 2018

## FDI INTERNATIONAL

### ECONOMIC DEVELOPMENT TRAINING SEMINAR

#### MONDAY 11 JUNE

##### 8:00 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 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 CONFIRMED

##### 10:15 AM Break

##### 10:30 AM Data Driven Lead Generation

Conway Advisory's expert 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, Senior Manager, Conway CONFIRMED

##### 11:15 AM Break

##### 11:30 AM Comparing Economic & Investment Agency Messaging: Are You Really Different?

Competition among locations is intense and EDOs are increasingly adopting similar methods to attract investment. This makes it more difficult for EDOs to differentiate themselves and find new methods of attracting investment.

This session looks at the activities of EDOs 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

##### 12:45 PM Top 10 Things EDOs Do Wrong in Attracting Asian Investment

There are do's and don'ts when working with different cultures and some of these missteps can negatively impact your objectives. One of the most experienced consultants specializing in FDI and site consulting in Asia, outlines the pitfalls of working with Asian companies. Even if your focus is on North American, chances are you will eventually work with Asian companies. This session delivers "need to know" information that will be valuable insight for all the work you do

SPEAKER Dennis Meseroll, Executive Director, Tractus Asia CONFIRMED

##### 1:30 PM Break

##### 1:40 PM Building a Startup/ Technology Ecosystem

Building a startup/ technology cluster is a collaborative effort. K.P. Reddy, a serial entrepreneur, and startup guru, will share his vast experience and expertise in developing startup and tech ecosystems. These clusters aren't unicorns, they are achievable networks and mapped assets. K.P. will give real-world examples and actionable takeaways attendees can bring back to their communities to attract FDI.

SPEAKER K.P. Reddy, Founder, Shadow Ventures CONFIRMED

##### 2:30 PM Break

##### 2:40 PM Case Study – Building an FDI Strategy

This session explores how to build an FDI Strategy. It shows how corporate strategy tools can be used for building an FDI Strategy. It examines how companies frame their global expansion strategies, and how these corporate perspectives can intersect with our attendees' plans for the future.

SPEAKER Iris Welten, Chairwoman of the Board, Welten & Welten AG CONFIRMED





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**3:30 PM** **Your Digital Footprint – Improving  
Agency Performance Digitally**

One of the top Digital FDI Marketers presents his recommendations for getting your organization into the 21st Century. What works, what doesn't work, and what are the basic tools you will need to compete in the instant information age.

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

