

# fDi Intelligence's International Investment Promotion Workshop

## Agenda – Wednesday 9th December, 2015\*

- 8.30 Registration & networking breakfast
- 9.00 Welcome and introduction
- 9.15 Trends presentation
- 9.30 Group exercise
- 10.00 Networking tea and coffee break
- 10.15 Group presentations
- 10.45 Lead generation
- 11.30 Value proposition writing
- 12.15 Aftercare and account management
- 13.00 Networking buffet lunch
- 13.45 Group exercise 2
- 14.15 Group presentations 2
- 15.00 Engaging with media and rankings
- 15.20 Networking tea and coffee break
- 15.35 New practices in FDI promotion
- 16.00 Getting ROI on your FDI
- 17.00 Drinks reception

### Speakers include:

- Courtney Fingar, editor-in-chief, **fDi** Magazine
- Chris Knight, global commercial director, **fDi** Intelligence
- Dr. Henry Loewendahl, founder & CEO, WAVTEQ Ltd

\* Please note that this agenda is subject to changes.