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AMSTERDAM, THE NETHERLANDS AND BOSTON, UNITED STATES | 27 JANUARY 2016



CHICAGO

FDI Training Seminar

The Gwen Hotel - 11th & 12th February 2016

A New Generation in Strategic Advisory

Amsterdam | Boston | Dubai | Hyderabad | Johannesburg | Miami | New York



in association



with

Investment Attraction in a Changing Global Economy
Brought to you by Investment Consulting Associates and Conway Events

Final Chance to Register for the FDI International Training Seminar in Chicago

Register now for your last chance to join participants from **Australia, Hong Kong, Europe, USA and Canada** at a 2 day **FDI International Training Seminar in Chicago** on the 11th and 12th February for a truly global perspective on how to attract investment to your region.

Topics Covered Include:

- FDI Trends
- FDI vs Economic Development - how to best organise your community for FDI
- Comparing Economic Agency Performance

- Corporate investment and location decisions: a corporate perspective
- Corporate investment drivers - criteria that sealed the deal (Q&A with a local corporate investor)
- Identifying your value proposition
- Making investment incentives work
- External Communications, marketing and social media
- Advice from Select USA on marketing your region
- Lead generation
- Best practices from panel of Economic Development leaders

Course Leaders:

- Douglas van den Berghe, Managing Partner, Investment Consulting Associates
- Christopher Steele, COO and North American President, Investment Consulting Associates
- Shirar O'Connor, Principal, Conway PR and Marketing
- Courtney Dunbar, Economic Development Leader, Olsson Associates
- Alev Gunay, Senior International Investment Specialist, Select USA

View the programme [here](#)

Register [here](#)

Book your hotel [here](#)

"Presentations were well prepared, relevant and to the point. Presenters were personal and perceptive. Administration was courteous, personal and efficient."

- Tim Feduniw, Economic Development Winnipeg, attendee recent Conway Event

Contact Zoe van den Berghe at zoe@ic-associates.com for more information.



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