



A New Generation in FDI Advisory Services

How Site Selectors Are Using GIS to Shorten the Location Evaluation Process

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Have you ever wanted to sit down with a Site Selector so that they could tell you specifically what information and GIS tools they use to evaluate your community, and what they need from you?

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[Join us via webinar for a discussion with Keith Gendreau, Senior Consultant with Cushman & Wakefield's Business Consulting practice Thursday May 12th, at 11:00 EST, 8:00 AM PST and find out how he evaluates communities every day.](#)

LocationSelector.com

In the world of online technologies, the landscape of site selection services has changed considerably. [Investment Consulting Associates](#) (ICA) recognized this trend and responded early by developing two flagship software products that are increasingly used by corporate site selectors: [LocationSelector.com](#) and [ICAincentives.com](#). The fact that [Atlas Advertising](#) is one of the leading companies in the United States, using

Do you want to learn more about ICA's fact based [benchmark tool](#) covering 200 countries and 750 cities? Please [sign up](#) for a personal demo.

[ICAincentives.com](#)

smart software solutions in their location marketing advisory services, resulted in a Trans-Atlantic partnership.

This important webinar is hosted by Atlas Advertising, in cooperation with Cushman and Wakefield. Speakers include Atlas Advertising's CEO, Ben Wright and special guest Keith Gendreau, Senior Consultant with Cushman & Wakefield's Business Consulting practice.

Who should attend?

- Organizations who are considering an investment in GIS
- Organizations who already have made an investment in GIS and who want to get the most out of it
- CEOs and Presidents interested in making the right investments in GIS technology
- Marketing VP's and Managers looking to leverage technology in marketing
- Business Development VP's and Managers
- Staff charged with executing websites, marketing campaigns, and prospect responses

The webinar will cover the following topics:

- The process companies go through to evaluate locations
- Tools Site Selectors use to gather information
- The specific GIS tools site selectors use, and the tools they don't
- Advice on how to maximize your investment in GIS tools on your website

Further Information:

Have any questions for our speakers before or during the presentation? Please feel free to send an [email](#) or [tweet us](#) your questions via the hashtag [#AskAtlas](#).

About Investment Consulting Associates

Our business philosophy is to utilize smart and efficient software solutions in providing dedicated and tailored consulting services.

[LocationSelector.com](#) and [ICAincentives.com](#) are two of our flagship products. This is what differentiates [Investment Consulting Associates](#) from traditional management consulting firms who are active in the field of investment promotion and corporate site selection services.

Many of our clients are ranked among the world's 500 largest companies, but we also advise midsized businesses, nonprofit organizations, and

In search of industry related incentive deals in your community or interested in the incentive amount awarded to your competitor? [Sign up](#) for a personal demonstration and learn more about [ICAincentives.com](#)

government agencies. Our global track record supports our mission to become world leader in FDI advisory.

About Atlas Advertising

Denver, Colorado based Atlas Advertising is led by a former economic development practitioner and has worked with 60+ different economic development clients in 35+ US states and six countries in its 10 years in business. In the last four years, Atlas Advertising has developed three IEDC "Best of" websites, and launched Atlas InSite, the fastest growing, most integrated GIS system in the economic development industry.

Unlike firms with little or no economic development experience, Atlas Advertising delivers brands, websites, GIS systems, social media, and creative services that generate superior results, impress stakeholders and boards, and take less time to implement.

<http://www.atlas-advertising.com>