



Training Course: Business Retention & Expansion

Date: 23 – 24 September 2015

Location: Johannesburg, Gauteng

This interactive course presents the core components of a BRE program and why the concerns of local businesses need to be actively addressed. By building an understanding of business visitation techniques and survey methods, practitioners will be able to clearly gauge their local business climate. Learn the “red flags” that may indicate a company is looking to move elsewhere, and learn how to structure an effective technical assistance program to respond to business concerns.

Course Highlights:

- Establish, maintaining and upgrading a BRE program.
- Creating effective models for business visitations and surveys.
- Customer-Relationship Management (CRM) techniques.
- Marketing a BRE program.
- Establishing an early warning system.
- Cluster and industry-focused BRE programs.
- Tracking and analyzing customer feedback and response.
- Quantitative and qualitative economic development metrics.

Agenda

September 23, 2015

8:30 – 9:00 am

Registration

9:00 – 10:30 am	Welcome, Introductions & Contract
10:30 – Noon	How to Approach BRE
12:00 – 1:30 pm	Networking Lunch
1:30 – 3:00 pm	Understanding the Signs and Getting There
3:00 – 3:15 pm	Afternoon Break
3:15 4:15 pm	Establishing the BRE Team
4:15 - 5:00 pm	Nuts and Bolts

September 24, 2015

9:00 – 10:15 am	The BRE Questionnaire
10:15 – Noon	Improving the Product
12:00 – 1:30 pm	Networking Lunch
1:30 – 4:00 pm	Putting It All Together
4:00 – 5:00 pm	Wrap-up/Evaluation/Certificates

** Agenda subject to change.*