



Training Course: Investment Attraction and Facilitation

Date: 9 – 10 March 2015

Location: Gaborone, Botswana

This hands-on course will review the fundamentals of developing and implementing a high-impact place marketing and investment attraction plan. Business looking to locate or expand need accurate, up-to-date, and credible information and locations need rock-solid marketing techniques to reach the needs of the business community. Case studies and sample plans will highlight the dos and don'ts of investment attraction and facilitation.

Course Highlights:

- Site selection fundamentals including corporate strategies.
- Identify target audiences using data-driven techniques.
- Developing an investment promotion plan and brand positioning.
- Garnering internal and external support for the marketing campaign.
- Engaging social media and website design to target new markets.
- Benchmarking, evaluating, and monitoring the investment promotion plan.

Agenda

March 9, 2015

8:00 – 8:45 am

Registration

8:45 – 9:00 am

Welcome and Introductions

9:00 – 10:00 am	Overview of Investment Attraction and Facilitation
10:00 – 11:00 am	Understanding the Product/Understanding the Market
11:00 – 11:15 am	Morning Break
11:15 – 12:15 pm	Developing the Investment Promotion Plan
12:15 1:15 pm	Networking Lunch
1:15 - 2:30 pm	Investment Promotion Online Fundamentals
2:30 – 2:45 pm	Afternoon Break
2:45 – 4:45 pm	Marketing Using the Web
March 10, 2015	
9:00 – 10:00 am	Communication, New Media, & Social Media
10:15 – 11:15 am	What's Hot and What's Not
11:15 – 12:15 pm	Internal Marketing: Generating Regional-Wide Involvement
12:15 – 1:15 pm	Networking Lunch
1:15 – 2:30 pm	Case Study: Planning for Success

2:45 -3:45 pm

Place Branding and Recap

3:45 – 4:15 pm

Q & A

4:15 – 4:30 pm

Wrap-up and Certificates

** Agenda subject to change.*