



2020

FDI MARKETING



25-26 June 2020, Zürich, Switzerland

www.waipa.org

This training will focus on how IPAs can create and sustain positive awareness of their location as an attractive place to invest. The training will address the full range of marketing techniques and channels that IPAs can use to promote their locations, including websites, social media, digital marketing, events, advertising and public relations: Participants will also learn how to develop customized value propositions for selected target audiences.

DAY1

10:00-10:30

Introductions

Overview of training objectives, structure and participant expectations.

10:30-11:30

FDI trends and drivers

How are the flows and characteristics of global investment changing? What factors currently have the greatest influence on investment decisions? What is the impact of new technologies on FDI? What opportunities and threats does this create for locations seeking to attract investment?

11:30-12:30

The role of marketing in FDI attraction

How do locations compete for investment? What role does marketing play in an IPA's ability to attract investment? What are the specific challenges of marketing in investment promotion. How does marketing relate to FDI attraction functions?

12:30-13:30

Lunch

13:30-14:30

Marketing channels

What are the different channels that investment promotion agencies can use to promote their locations? What are the relative advantages and disadvantages of each channel? What factors determine the success of each of the channels and their suitability for different target groups?

14:30-15:30

FDI marketing in practice

A leading IPA presents its approach to marketing, including the various methods, channels and tools it uses to promote its location.

Presenter TBD

15:30-16:00

Break

16:00-17:00

Developing value propositions

What are value propositions and what is their role in FDI marketing? How can IPAs can define target groups for marketing and attraction? How can they develop value propositions that are tailored to the specific requirements of target groups?





2020

FDI MARKETING



25-26 June 2020, Zürich, Switzerland

www.waipa.org

DAY 2

09:00-10:00

FDI Marketing in practice

A leading IPA presents its approach to FDI marketing, focusing on a particular channel (e.g. social media, website, PR) that it considers most effective for reaching investors.

Presenter TBD

10:00-11:00

FDI Marketing in practice

A leading IPA presents its approach to FDI marketing, focusing on a particular channel (e.g. social media, website, PR) that it considers most effective for reaching investors.

Presenter TBD

11:00-11:30

Break

11:30-12:00

Integrated FDI attraction

How can different marketing channels be combined most effectively? How can

marketing be integrated with attraction to generate the greatest impact? What are the elements of an integrated FDI attraction campaign?

12:00-13:00

Lunch

13:00-15:00

Practical exercise

Participants work in teams to determine the optimal combination of marketing channels for reaching investors in specific target groups and markets.

15:00-15:30

Break

15:30-16:00

Concluding discussion

This session will bring together the presenters and participants for a discussion of key topics covered over the two days. Participants will have the opportunity to join the discussion, ask questions and share their experiences.

