



IMPROVE YOUR CITY'S OR REGION'S CAPACITY TO ATTRACT BUSINESS AND INVESTMENTS

TRAINING PROGRAMME ON BUSINESS ATTRACTION MANAGEMENT FOR CITIES AND REGIONS

The competition for new investments and business is increasing as more and more locations are entering the game and new types of investments and higher expectations on place-based attraction factors have contributed to make the investment landscape more complex.

How can cities and regions be better at investment promotion? How can different stakeholders be involved and co-operate effectively in this work? How can we integrate business attraction with our general innovation and growth agenda? What can you do daily?

This training programme will provide you with the necessary tools and strategies, collected from real life best practice cases to inspire you, your team and other stakeholders in your location. The programme is based on the unique handbook "Business Attraction Management for Cities and Regions".

*18-19 October 2017
in Stockholm*

*Venue:
OpenLab
Valhallavägen 79
114 27 Stockholm*

Future Place
Leadership™

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ABOUT THE TRAINING PROGRAMME:

This is a practical hands-on training including a combination of presentations, discussions and workshops, in order to encourage interaction and learning.

The presentations cover the following topics:

Why: What is Business Attraction Management – and why is it needed?

- Why Business Attraction Management is important
- How to manage and orchestrate a local and regional partnership for business attraction

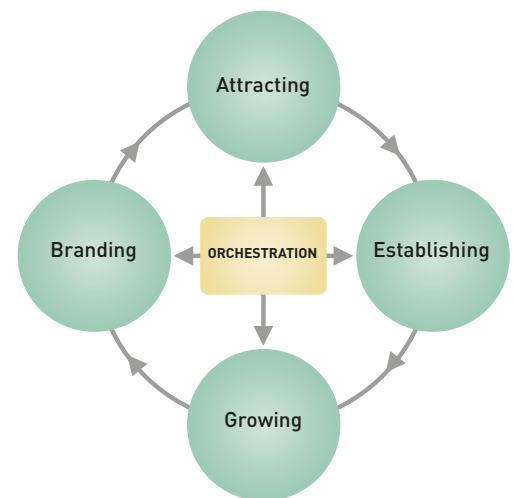
How: Tools and strategies for Business Attraction Management

- How do we brand and market the location to investors and business?
- How do we facilitate interest from investors and make sure their establishing and soft landing are smooth?
- How do we make the investing business grow, innovate and thrive in our location?

What: Business Attraction Management – a starting point for action

- What to do when going from theory to practice?

The cornerstones of Business Attraction Management



FORMAT:

There will be a two-day training session in Stockholm.

Day 1 - We begin with lunch at 12.00 and work at 12.30, working until 17.00. Lunch is included in the price. An optional dinner is foreseen.

Day 2 - We start 9.00 and work until 12.00. Lunch will follow..

Format: Combination of interactive presentations, workshops, group discussions and case assignments. An informal dinner is organised in the evening of day one.

DATE/TIME:

12.00 – 17.00, 18 October

9.00 – 12.00, 19 October

LOCATION:

Stockholm, OpenLab

REGISTRATION:

Please register [here](#).

FEE:

Early bird offer: 650 € if you sign up before 1st of June
€ 790 excl VAT for 1 person.

€ 1 290 excl VAT for 2 persons from 1 organization.
The fee includes all course materials and lunches,
but excludes travel, lodging and dinner.

More information? Do not hesitate to contact:

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Future Place Leadership is a Nordic management consultancy specialising in the development, innovation and marketing of places.

Nordic Place Academy is a unique concept that brings together a practical range of seminars, conferences and training for place managers in Europe and the Nordic countries, with a focus on real-world development projects and experiences.