

INTERNATIONAL TRAINING PROGRAMME: TALENT ATTRACTION MANAGEMENT FOR EUROPEAN CITIES, REGIONS AND COUNTRIES

THE GLOBAL COMPETITION for talent is rapidly intensifying. Not only do employers need to step up efforts to attract and retain international talent, but cities, regions and countries are now entering this competition as well.

More and more European locations are now taking active steps to enhance their attractiveness to skilled workforce, creative talent and entrepreneurs – but what are the best strategies and tools for attracting talent, now and in the future?

The international training programme Talent Attraction Management for European Cities, Regions and Countries provides you with strategies and tools to successfully attract - and retain talented people.

The programme was developed in 2016 and ran in Copenhagen and Amsterdam.

The training programme is based on a combination of hands-on, inspirational case and strategy presentations, interactive discussions, case assignments, study visits and the recent [“Innovating Talent Attraction: A practitioner’s guide for Cities, Regions and Countries”](#)

The programme instructors represent some of the leading practitioners in the field in Europe: all with hands-on experience planning, implementing and evaluating international talent attraction and retention efforts on behalf of cities, regions and countries, as well as extensive experience in executing training initiatives.



Photo:
Lena Granefelt

31ST OF MAY – 1ST OF JUNE

Based on best practices from the Nordics, Europe and selected global regions, the programme will cover some of the following topical issues:

- Marketing and attraction strategies
- Brand building and how to run effective attraction campaigns
- Creating talent ambassador networks at home and abroad
- Ensuring soft landing, reception and integration of talents
- How to launch new initiatives – change management in a regional setting
- How to optimise the link between innovation, FDI and talent attraction



ABOUT THE TRAINING PROGRAMME

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

- **Day 1** - We begin 10.00, working until 17.00. Lunch is included.
- **Day 2** - We start 9.00 and work until 15.00. Lunch is included.

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

Fee: The cost is € 990 for one person, or € 1 590 for a team of 2 people from one organisation. The price includes all course material and lunches, but excludes travel, lodging and dinner.

Certificate: Each participant that takes part in both sessions will receive a Talent Attraction Management certificate from Nordic Place Academy.

Registration: Send an e-mail to ppp@futureplaceleadership.com latest 15th of May.

ABOUT THE COURSE INSTRUCTORS:



PÄRTEL-PEETER PERE.

As CEO and partner at Future Place Leadership, Pärtel manages one of the leading talent attraction consultancies in Europe. He has worked with Talent Attraction Management projects in the Nordics as well as in the UK, Spain and elsewhere. He is currently compiling a handbook for non-capital regions and how they can become better at attracting talent. Pärtel is a public speaker, an experienced moderator and workshop facilitator and sits at the City Nation Place conference jury. Previously he has worked in Brussels at the European Parliament as an advisor.



YVONNE VAN HEST.

In her role as a Programme Director at Brainport Development, she is one of the chief architects behind the Brainport Talent Centre programme and possesses unique experiences of how international talents can be attracted and retained through innovative partnerships with the business sector, knowledge institutes, governments, channels and initiatives. Yvonne now talks about 'Talent Attraction 3.0'. Brainport Eindhoven Region is recognised as one of the world's foremost innovation hubs – and a European frontrunner in talent attraction and retention efforts.



NIKOLAJ LUBANSKI.

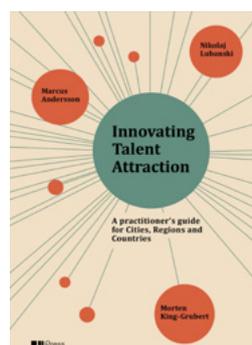
Nikolaj Lubanski is Talent Director at Copenhagen Capacity, the economic development agency of the Greater Copenhagen region. Nikolaj is a diligent and engaging lecturer and educator. He is experienced in working with talent attraction and Copenhagen has been working very actively with this in the past years. Copenhagen has garnered a lot of experience, learning constantly from both successes and challenges. Nikolaj is the co-author of "Innovating Talent Attraction: A practitioner's guide for Cities, Regions and Countries" together with Marcus Andersson and Morten King-Grubert.

Future Place Leadership

A Nordic management consultancy specialising in the development, innovation and marketing of places.
www.futureplaceleadership.com

About Nordic Place Academy

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.



Innovating Talent Attraction: A practitioner's guide for Cities, Regions and Countries

[Available on Amazon](#)