



# Talent Attraction Management for Cities and Regions

Malmö-Lund, November 28-29

Future Place  
Leadership™

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**What's at stake?** How can cities and regions attract and retain talent? How to create services, align multistakeholder agendas in your ecosystem? How to market? How to differentiate?

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.

**Participants will benefit** from this management training programme by learning from a combination of hands-on, inspirational case and strategy presentations, interactive discussions and experience sharing with peers and experts.

# TALENT ATTRACTION MANAGEMENT FOR CITIES AND REGIONS 2018

## AGENDA

### DAY 1 – November 28<sup>th</sup> –

#### Talent Attraction Management training – Malmö, Greater Copenhagen

11.00 – 11.45	Welcoming and tour de table
11.45 – 12.30	Networking lunch
12.30 – 13.30	Part 1: Building a business case for Talent Attraction Management (TAM)
13.30 – 13.45	Part 2: Experience sharing and interactive discussions
13.45 – 14.15	Part 3: Strategic recommendations for successful TAM
14.15 – 14.30	Coffee
14.30 – 15.15	Part 4: Workshop
15.15 – 16.00	Part 5: Best practice cases – The Copenhagen story
16.00 – 16.45	Part 6: What is the right organisation, financing and governance set up for TAM entities? The case of Brainport with Q/A
16.45 – 17.15	Innovating talent attraction in the future. Wrap-up
19.00 – 21.00	Dinner networking (optional)

### DAY 2 – November 29<sup>th</sup>

#### Talent Mobility Seminar - Lund, Greater Copenhagen

8.45 – 9.00	Coffee and welcome, Concluding remarks from day 1
9.00 – 9.15	Why talent mobility? How can cities co-operate with talent exchange?
9.15 – 10.00	Kajal Sanghrajka, Churchill Fellow Researcher: How can cities and regions co-operate on attracting and retaining talent instead of competing with each other. Q&A
10.00 – 10.15	Coffee
10.15 – 11.45	Workshops: working with talent mobility and potential co-op.
11.45 – 12.00	Wrap up
13.00 – 12.45	Lunch
13.00 – 16.30	Courtesy of <a href="#">International Citizen Hub Lund</a> , we will get to see how a prime talent attraction management region works with international talents. We will visit <a href="#">European Spallation Source (ESS)</a> <a href="#">MAX IV Laboratory</a>
16.30	Guided tour of the city of Lund End of day, train to Copenhagen Airport.

# FOCUS

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
- Organisation, financing and governance in a 'multi-helix' context
- How to optimise the link between innovation, FDI and talent attraction
- How to measure impact – developing key performance indicators

## Facilitators

Yvonne van Hest, Program Director at Brainport Development, Eindhoven. [LinkedIn profile](#)

Nikolaj Lubanski, Director of Talent Attraction, Copenhagen Capacity.  
[LinkedIn profile](#) and [interview](#).<sup>1</sup>

Morten King-Grubert, Senior adviser at Future Place Leadership, Stockholm.

## Guest speaker

Kajal Sanghrajka, Churchill Fellow Researcher and entrepreneur. Kajal writes regularly at The Transatlantic Post where you can read about talent attraction, for example in Finland). [LinkedIn profile](#). Kajal will be talking on *How can cities and regions co-operate on attracting and retaining talent instead of competing with each other?*

## 3rd year in a row

Talent Attraction Management Training Course was held in 2016 in Amsterdam and Copenhagen and in 2017 in Berlin. We have had up to four people delegations from among others Singapore, Dubai, Birmingham, Italy, Copenhagen, Berlin, Brandenburg Region, Aarhus, Hannover, Work in Estonia, Oulu, Turku, Skövde and The New York Times.

## Free handbook

Talent Beyond Capitals is our latest handbook, bringing together the latest examples of non-capital cities with a university and explores how talent could be retained in smaller places.

Download the free handbook from <https://futureplaceleadership.com/toolboxes/>

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<sup>1</sup> <http://placebrandobserver.com/interview-nikolaj-lubanski/>

# PRACTICALITIES

## More info about the training

Please visit our website for more info. <https://futureplaceleadership.com/events/tameu18/>

## Price

€ 990 (excl VAT) for one person, or € 1 590 (excl. VAT) for a team of 2 people from one organisation. Please get in touch if you want sign up more people. We have had delegations of 5 people.

The price includes all course material and lunches, but excludes travel, lodging and dinner.

## More info

About Talent Attraction Management

<https://futureplaceleadership.com/talent-attraction-management/>

Talent Beyond Capitals

<https://futureplaceleadership.com/toolboxes/talent-beyond-capitals/>

## Contact us for more information about the programme

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