



# Talent Attraction Management for Cities and Regions

Porto, 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.

# Talent Attraction Management for Cities and Regions

## AGENDA

### DAY I – November 28<sup>th</sup> – Talent Attraction Management training

Venue: University of Porto (TBC)

10.00 – 10.30 Setting the scene

10.30 – 11.45 Introducing Talent Attraction Management (TAM)

- What is TAM?
- Building the business case
- Best practice from around the world
- Strategic recommendations for successful TAM
- Change management

11.45 – 12.30 Lunch

12.30 – 14.00 Workshop: Experience sharing and interactive discussions

- What is your coolest initiative and biggest challenge today?

14.00 – 14.15 Coffee break

14.15 – 15.00 Copenhagen case

15.00 – 15.45 Estonia: from marketing to service design on talent attraction.  
How they reached the International House of Estonia.

15.45 – 16.00 Break

16.00 – 16.30 Fireside chat with Copenhagen Capacity and Work in Estonia

16.30 – 17.15 Workshop: Let's solve your challenges!

17.15 – 17.30 Conclusions and wrap-up day I

17.30 – 19.00 Break

19.00 – 21.00 Optional dinner networking  
(Dinner is provided, drinks are not.)

## AGENDA

### DAY 2 – November 29<sup>th</sup> Talent Attraction Management training

Venue: University of Porto (TBC)

08.45 - 09.00 Coffee

09.00 - 09.45 How cities market themselves to talent and use AI?

09.45 - 10.15 Case: Career Hunt career campaigns, Estonia.

10.15 - 10.30 Coffee break

10.30 – 11.00 Case: Greater Copenhagen career campaigns

11.00 - 12.00 Workshop: marketing messages and channels

12.30 - 13.30 Lunch

## FACILITATORS

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

## GUEST SPEAKERS

Confirmed: Work in Estonia / International House Estonia.

Would you like to present your city's case too? Get in touch!

## CONTACT

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## INFO AND REGISTRATION

<https://futureplaceleadership.com/events/tameu19/>