



Talent Attraction Management

Porto, November 28-29

Future Place
Leadership™

Talent Attraction Management for Cities and Regions

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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 28th – Talent Attraction Management training

Venue: Hotel Cristal Porto, Travessa Antero de Quental, 360, Porto, 4000-087 Porto

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 Workshop part 1: Experience sharing and interactive discussions

- What is your coolest initiative and biggest challenge today?

12.30 – 13.15 Lunch

13.15 – 14.00 Workshop part 2: Experience sharing and interactive discussions

- What is your coolest initiative and biggest challenge today?

14.00 – 15.00 Keynote Estonia: from marketing to service design on talent attraction.

- How they reached the International House of Estonia.

15.00 – 15.15 Coffee break

15.15 – 16.00 Copenhagen case: From FDI to talent attraction and a million steps in between

15.45 – 16.00 Break

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

16.30 – 17.00 Conclusions and wrap-up day I

17.00 – 19.00 Break

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

AGENDA

DAY 2 – November 29th

Talent Attraction Management training

Venue: Hotel Cristal Porto, Travessa Antero de Quental, 360, Porto, 4000-087 Porto

08.45 - 09.00 Welcome to day 2

09.00 - 09.45 Keynote: Talent attraction for cities, using AI - Greater Copenhagen career campaigns

09.45 - 10.15 Ambassador networks - why you need that and how to use them!

10.15 - 10.30 Coffee break

10.30 – 12.30 Workshop: Let's solve your challenges!

12.30 End of event - optional 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. Greater Copenhagen.

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/>