



World Association of Investment Promotion Agencies

"Retention and after care programmes: How do these services bring value to the investor?"

How to shift from follow up activities to corporate development services and become a full care agency ?

The workshop conducted by Ernst & Young International Location Advisory Service will be very interactive and dedicated to your region. Business games, case studies based on real companies E&Y assisted in finding the right location solution, development of your own program, learning by doing exercise will be developed.

Day one

Why talk about aftercare?

From aftercare to Corporate Development Service (CDS)

Types of programmes

Designing a CDS

Day Two

Segmentation/targeting/approach for your programme

The case study of the region of Lyon

Do your own Corporate Development Service: practical case

Options depending of the size and nature of the group to be decided until the launch of training

- succeed your first meeting with an investor "with some video plays" or
- succeed your meeting with an existing company (after care)

- How to make the most of your multipliers?

- From a passive to a pro-active leads generation
- customize your selling leaflet for each investor: business game on a real case

- Key account management for new investors/leads
- From segmentation to targets: how to define the names of your priority accounts