

2008 WEBINARS

The Port Authority is again hosting economic development webinars (web-based seminars) in its 25-seat Board Room. Community leaders involved in economic development are invited to take part in these valuable sessions at no cost. All webinars are conducted by Ady International and site selection guru Bob Ady.

Trends in Site Location for 2008

January 17, 11 a.m.

Learn which trends will have the biggest impact on the way your community attracts and retains businesses, and what steps your community can take to not only survive, but to thrive in the evolving world of economic development. This presentation will discuss the shifting relationship between location consultants and economic development professionals, the expected level of locational activity in 2008 and which sectors will be "hot".

The Site Selection Process

February 26, 11 a.m.

The site selection process is one of elimination – a very simple premise, but one fraught with potential missteps all along the way. Let Bob Ady guide you through the process from a site selector's point of view. For each step in the process, Bob will cover its implications for the E.D. professional. This session will enlighten even the most experienced E.D. professional.

Incentives: Their Use and Misuse

April 15, 11 a.m.

With incentives expected to continue to play a key role in business attraction and retention, it is critical for all economic development professionals to have a complete understanding of the incentive negotiation process from the viewpoint of "the other side of the table". This presentation will include a discussion of which incentives are currently "hot" and which ones are not, the role of clawbacks, and how to evaluate the impact of incentives on the community balance sheet – both their financial and psychological effects.

Marketing to Site Selectors

June 17, 11 a.m.

Site selection consultants lead the majority of site selection projects today. How can a community best communicate to and build relationships with these expert intermediaries? Bob Ady, the individual who has located more facilities in the US than any other individual, will share with you the inside story of how a site selector thinks, what they care about, and how to reach them. Don't miss this unique opportunity to hear Bob tell it like it is – so you can make the most effective use of your marketing budget.

Website Audit

August 12, 11 a.m.

The first portal to your community is your web site. It must contain relevant information for site seekers and be simple and easy to use. Find out how to best structure your web site to ensure that your community is not eliminated during the first screen. Discussion will provide practical advice on content, navigation and design. You don't have to be a website guru to learn from this discussion.

No need to RSVP. However, have a question? Ask.

Call or e-mail Rick Platt at 740-788-5500 ext. 235 or rplatt@hnlcpa.com.