



Action and Reaction: Be the Catalyst for Change

We face an ever-changing competitive world. Those regions that are able to build competitive advantages from their existing business base will be those that succeed. At this conference we will learn how to focus and optimize our limited economic development resources to action world class business retention and expansion strategies. Be the catalyst that transforms your economy into the future.

Stream – Economic Strategy

Need to reexamine your core economic strategy? How do we encourage our local business community to remain strong within the global economy, particularly in the height of rapid progress or angst? The Business Retention and Expansion program assists leaders to establish clear priorities, while understanding the strengths necessary to grow and the weaknesses that threaten the business climate. Strategies address what to do as well as what not to do. For long term prosperity and advancement of BRE programs, it is important to consider how to establish a strategy and to learn best practices from others.

More with Less: Ensuring long-term viability with the resources at hand

Every region faces the good times and the bad. It is not how we get through these times that matters but what we do during those times to prepare for the future. By working together, within our regions, we can help to ensure long-term sustainability and economic growth. Planning in proactive partnerships will help us to capitalize on our region's strengths in order to minimize the effects of the traditional boom & bust cycle.

Stream – Understanding the Entrepreneur

Let's shift our focus from the business to the entrepreneur. Entrepreneurial transformations can change the way business is conducted resulting in greater wealth, more jobs and a strengthened economy. By examining various methodologies, we will learn how to create greater efficiencies and effectiveness within our entrepreneurial development systems to better meet the needs of entrepreneurs. As many support systems around the world have been described as "fragmented" and "unorganized" you will gain usable knowledge on how to improve your ecosystem to better assist entrepreneurs in building their companies. Thriving entrepreneurs will also share their insights, personal experiences and secrets to success throughout this stream.