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SEDC CHARLOTTE
REDEFINING COMPETITIVENESS

2017 Annual Conference
August 20-22, 2017 | The Westin Charlotte | Charlotte, NC

KEYNOTE SPEAKER
Marcus Smith, President at Speedway Motorsports

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts towards the recertification of Certified Economic Developers (CEcD).

This professional development activity counts toward recertification of the Community Development Council’s (CDC) Professional Community and Economic Developers certification (PCED).

ONSITE AGENDA

sedc.org
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WELCOME TO CHARLOTTE

This year’s conference is focused on Redefining Competitiveness. Something we all must do to remain relevant and stay on top of our economic development game. Here in Charlotte USA, we’re doing just that by taking a fresh look at everything, learning, and rethinking technology and partnerships with other economic development organizations.

We believe you will find the speaker line up and educational sessions both worthwhile and thought provoking. In your downtime, we hope you’ll take the time to explore our vibrant, walkable Center City full of fantastic dining options, sports venues, green space, and entertainment.

Ronnie L. Bryant, CECd, FM, HLM
SEDC Local Chairman

MONDAY, AUGUST 21

2:30 p.m. – 3:00 p.m. Break (1 hour 15 minutes)

3:00 p.m. – 4:30 p.m. Concurrent Session: Talent Attraction – Millennials & Gen Y

Speaker: Amy Holloway, Avalanche Consulting
Ballroom ABC
Access to talent is today’s top driver of site decisions. Competitive communities are taking bold measures to ensure they have a steady supply of relevant skills to fuel their economies for years to come. What specifically are they doing to generate and attract the talent pipelines and align leadership around this challenge? In this session, we will explore best practices for growing a sustainable and diverse talent pipeline at home.

Tuesday, August 22

6:00 a.m. – 7:00 a.m. General Session: Economic Outlook – New Member Breakfast, Providence III

President at Speedway Motorsports
Breakfast, Ballroom D
Welcome to the Westin Lobby. Creative Economic Development Consulting will be providing t-shirts, water, and granola bars to participants. No registration necessary.

8:00 a.m. – 9:15 a.m. General Session: Emerging Trends & New Media

Speaker: Ted Abernathy, Economic Leadership Ballroom ABC

The session will raise a dozen trends that will change your future. We will examine six trends that are changing the competitiveness of places, four that are changing the value and role of economic development leaders and two that, when combined, will make you question whether experience is an asset or your biggest problem.

10:15 a.m. Break (30 minutes)