

**CDI Texas
Advanced Agenda
Gaining the Competitive Edge: Refining the RFI Process
March 7-8, 2018**

**All sessions are held at Lone Star Community Building, LSC-System Office
5000 Research Forest Drive, The Woodlands, TX 77381**

AngelouEconomics Team:

- Angelos Angelou, Principal Executive Officer and Chief Strategist
- William Mellor, Vice President and General Manager, Economic Impact and Research
- Nick Samuel, Project Manager and Director of Research

Wednesday, March 7

7:30 – 8:30 a.m.	Registration and Breakfast	Foyer
8:30 – 9:00 a.m.	Instructor Introduction and Course Overview	Meeting Room 4
9:00 – 10:15 a.m.	What's New in the Site Selection Industry? What are the changes moving the industry forward? What does it mean for your organization and how you respond to bids?	Meeting Room 4
10:15 – 10:30 a.m.	Break	Foyer
10:30 – 12:00 p.m.	Inside the Mind of a Site Selector Get a site selector's take on the RFI process. Consultants look for very specific items to be covered in the proposal. Does your community answer the right questions?	Meeting Room 4
12:00 – 1:00 p.m.	Lunch	Foyer
1:00 – 3:00 p.m.	The Good, the Bad, and the Ugly Some proposals are better than others. Great proposals go above and beyond and capture the imagination of prospects. Bad proposals can turn prospects away from your region entirely. At AngelouEconomics, we have seen it all, and we are ready to show you the best and worst that the industry has to offer.	Meeting Room 4
3:00 – 3:15 p.m.	Break	Foyer
3:15 – 5:00 p.m.	Proposal Improvement Workshop Having seen the good and the bad, how can you take your own proposal to the next level? This session will allow you to wax introspective about your own proposal, but also get feedback from peers, as well as the AngelouEconomics team.	Meeting Room 4
5:00 p.m.	Dismiss	

Thursday, March 8

8:00 – 8:30 a.m.	Breakfast	Foyer
8:30 – 9:00 a.m.	Review and Overview	Meeting Room 4
9:00 – 10:15 p.m.	How to Create the Perfect Proposal The perfect proposal follows a simple formula and structure. If you follow the formula and create the structure, your proposal will rise to the top of the pile every time. What is the formula and structure? AngelouEconomics will lay it out for you.	Meeting Room 4
10:00 – 10:15 a.m.	Break	Foyer
10:15 – 12:00 p.m.	How to Craft a World-Class Site Visit Experience When your new and improved proposal lands you on the short list, this is when the real work begins. As the saying goes, you only get one first impression. This session will detail the elements of creating a first impression that will help your region rise above the competition.	Meeting Room 4
12:00 – 1:00 p.m.	Lunch	Foyer
1:00 – 2:15 p.m.	Tools to Enhance Your Proposal and Make the Short List Cost of operations, economic impact studies, detailed incentive analyses. Does your community already incorporate these tools? If so, you are ahead of 98% of regions across the country. For the rest, find out exactly how to leverage these tools to enhance your proposal.	Meeting Room 4
2:15 – 2:30 p.m.	Break	Foyer
2:30 – 4:00 p.m.	Taking a Regional Approach to Your Bid Responses How you define your region matters. The broader the region, the more assets you capture. Assets can range from physical infrastructure, educational facilities, workforce or even networks of professionals. At AngelouEconomics, we call a network of professionals a “Hot Team” and it is essential to your process.	Meeting Room 4
4:30 – 5:00 p.m.	Certificate Presentation	Meeting Room 4