

Foundations of Economic Development Research

Preliminary Agenda

June 11, 2024

9:00 AM - 5:30 PM

Norfolk, VA

9:00 AM - 9.30 AM	<p>Welcome/Introductions</p> <ul style="list-style-type: none"> • Course Objectives • Course Organization • Level Setting – What you have learned, what would you like to learn?
9:30 AM – 10:00 AM	The Importance of Using Data to Drive Decision Making
10:00 AM to 10:30 AM	<p>Competitive Market Intelligence: What Site Selectors Want</p> <ul style="list-style-type: none"> • Business Location Factors • Collecting Your Own Intelligence • Understanding Your Targets
10:30 AM – 10:45 AM	Break
10:45 AM – 11:30 AM	Review of Key Public & Commercial Data
12:00 PM – 1:30 PM	Lunch on your own
1:30 PM – 1:45 PM	Recap
1:45 PM – 3:00 PM	<p>Using the data</p> <ul style="list-style-type: none"> • Location Quotients • Measuring Economic Trends • Benchmarking • Industry Targets • Presenting the Data
3:00 PM – 3:15 PM	Break
3:15 PM – 3:45 PM	Instructor demonstrations/creative applications
3:45 PM – 4:45 PM	War Stories/Experience Sharing
4:45 PM – 5:30 PM	Exercises
5:30 PM	Adjourn