



IEDC 2017 Annual Conference:

Call for Session Proposals

Submission Deadline: November 18, 2016

Background:

The International Economic Development Council (IEDC) is presenting its 2017 Annual Conference in Toronto, Canada from September 17 – 20, 2017. This is an opportunity to highlight success stories, lessons learned, share cutting-edge ideas, and engage your colleagues at the premier event for economic development practitioners. IEDC is seeking compelling session proposals to ensure a comprehensive program. The conference theme is **“Going Global: Connect. Collaborate. Create.”**

Session proposals should address trends and topics that reflect the wide-ranging needs and interests of IEDC’s diverse membership. Concurrent sessions will be organized into five tracks:

1. Building Local Linkages and Expanding Global Trade
2. Cashing in on Creative Capital
3. Nurturing the Start-up Ecosystem
4. Regional Collaboration for Investment Promotion
5. The Nuts and Bolts of Economic Development

Conference Audience:

IEDC is the world's largest membership organization serving the economic development profession. From public to private, rural to urban and local to international, our members represent the entire range of economic development experience.

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Guidelines:

Please read the following guidelines carefully before submitting your session proposal.

- All organizations proposing sessions must be current members of IEDC.
- Proposed speakers who are economic development professionals and/or consultants must be current members of IEDC for the proposal to be considered.
- IEDC reserves the right to accept only the topic, title, and to accept or reject one or more speakers and moderator or any combination of the above list.
- IEDC reserves the right to add, edit or make changes to the session title, description, and mode of presentation, panel and moderator.
- All proposals become property of IEDC upon receipt. Session topics or speaker recommendations not accepted for the Annual Conference may be used in future IEDC conferences, newsletters and resources.
- Strong proposals are respectful of diversity in terms of ethnicity, gender and geographic location.
- Any proposal not accepted for the Annual Conference will be considered for other conferences and web seminars for up to one year. This proposal will not be considered for the 2018 Annual Conference.
- Members may submit a proposal with a minimum of one speaker for the panel. IEDC may confirm additional speakers and a moderator to complete the panel.
- Panels that include communities of multiple sizes and states and countries are strongly encouraged. IEDC does not recommend sessions composed of all consultants or representatives from just one community, company or state unless it is a case study.
- In order to keep membership dues and registration fees to a minimum for our members, IEDC is unable to pay speaker's or moderator's travel expenses, honorarium or speaker's bureau fees.
- IEDC reserves the right to combine session proposals on similar topics into one session.
- Speakers and moderators interested in attending the conference will be expected to register and pay for the conference.
- Speakers are invited to attend the session before or after their session excluding meals and receptions without paying the registration fee.
- Speakers may only speak or moderate in one session during the conference program. Speakers who are proposed for several sessions will be confirmed for only one session.
- It is IEDC policy to allow only one speaker from each organization to participate in the conference. If multiple speakers are proposed from the same organization, we will only be able to accept one of them.
- Members proposing sessions are responsible for confirming proposed speakers and moderators upon acceptance of session proposal.

IEDC strives for speaker and moderator diversity, especially gender, racial, geographic, and type and size of community.



Submission Deadline: November 18, 2016

Proposal Submissions:

Please send completed session proposal forms to proposals@iedconline.org by November 18, 2016.

If you prefer to complete a paper form, please mail to:

IEDC (attn. Marie Plishka)
734 15th St NW Suite 900
Washington, DC 20005

Proposed speakers and moderator without biographies will not be considered.

Please contact IEDC at proposals@iedconline.org via email with any questions regarding conference proposals. For more details about IEDC, visit our website at www.iedconline.org. You will be notified via e-mail regarding a decision on your proposal by March 2017. All proposals will be kept on file for one year for consideration for future conferences.

If the session proposal and speakers are accepted, the person that submitted the proposals will be responsible for confirming the moderator and speakers before April 2017.

No substitutes for speakers or moderators can be made without permission from IEDC.

Important Deadlines

September – November 18, 2016	IEDC accepting session proposals
March 2017	IEDC notifies submissions of the outcome of their proposals
April 2017	Successful submissions confirm their moderators and speakers



2017 Annual Conference Track Descriptions

The 2017 Annual Conference in Toronto from September 17 – 20, 2017 will be all about going global – the first IEDC Annual Conference outside the United States and a program that will be content-rich in connecting your local economy to the global markets. The overall theme of the conference will focus on how to connect, collaborate, and create at the global level to contribute to the transformation of the local and regional economies. In the emergence of new global markets, communities need to work together to encourage competition and advance economic growth.

Track 1 – Building Local Linkages and Expanding Global Trade

Global trade, especially in terms of exporting, is vital to sustained economic growth. It creates local jobs, generates capital investments in machinery and equipment, encourages innovation, increases productivity and attracts foreign direct investment (FDI). An export-oriented economy can foster the development of business clusters through new joint ventures and help entrepreneurs reach new markets. In order to facilitate the trade and investment linkages, cities and regions are forging formal city-to-city connections, often times between North American cities and those cities in rising economies such as Mexico and China. This track will explore examples of successful trade and investment relationships between international cities and regions.

Track 2 – Cashing in on Creative Capital

Culture, sports, film, music, and other creative industries are major contributors to communities around the world. From major movie productions to backend business and professional services, supporting creative industries can drive a new workforce, generate new revenue streams, and transform local economies. Universities and community colleges throughout the U.S. and abroad have expanded their technology and media programs to pave the way for the next generation of technicians and media artists. By partnering with museums, literary and culinary arts institutions, and festival/event associations, numerous downtown districts have undergone instrumental revitalization efforts. As the tourism industry continues to increase through these creative sectors, so will the capital gains of metropolitan, suburban, and rural areas alike. This track will explore how EDOs can support the advancement of creative industries to further the workforce, business development, and cultural economy of their communities.

Track 3 – Nurturing the Start-Up Ecosystem

Supporting entrepreneurship and small business creation is an economic development trend that will never go out of style. The majority of new jobs and innovation are developed from start-ups and small businesses. As the global economy transforms and competition rises, the need for new business formation throughout local communities has become ever more present. Organizations ranging from corporations, universities, foundations, and government agencies have all recognized this necessity. Fortunately, gone are the days when budding small business owners must venture into their entrepreneurial activities alone. The importance of establishing new means of economic growth has generated resources such as incubators, accelerators, main street revitalization grants, educational programs, and other supportive tools which help increase small business scalability. This track will examine the ways economic development organizations can embrace the start-up ecosystem strategy within their communities through the bolstering of support for local start-ups and industry expansion.

Track 4 – Regional Collaboration for Investment Promotion

The benefits of inward investment are well-known –whether from foreign sources or the next town over, investment brings new capital and jobs to a region and the spillover benefits of new knowledge and talent can give the local economy an innovation boost. In order to attract investment, economic developers must take a regional approach. Companies make investment decisions based on the value proposition of the region, including such factors as size and growth of the local economy and population, labor force demographics, infrastructure and the regulatory environment. By presenting yourself as a region that can meet the company’s needs, you strengthen your business case for investment. This track will look at how you can strengthen your community’s assets in order to offer an irresistible package for prospective companies

Track 5 – The Nuts and Bolts of Economic Development

From BRE to financing, some of the fundamental tasks of economic developers remain constant throughout the years and are the building blocks on which new trends and initiatives are built. This track is intended to help us revisit some of the nuts and bolts of economic development, take stock of current best practices, and anticipate future trends. This track will cover topics such as real estate development and reuse, marketing and attraction, neighborhood development strategies, and workforce development strategies.

Proposal Form

Contact Information for Proposal:

Name:

Title:

Company/Organization:

Email:

Phone:

Are you an IEDC Member? Yes No

Suggested Session Title (8 words or less):

Session Description (Please provide a 1-2 paragraph description of the session you are proposing. Please address why this topic is important, to whom is it important, and how your session will help the conference participants solve the problem/challenge that you have identified):

Marketing Description

Please provide 50-75 word description of the session you are proposing:

Please provide 3 bullet points that describe the key takeaways of this session:

- 1. Takeaway 1:
- 2. Takeaway 2:
- 3. Takeaway 3:

How does this session proposal offer a new or innovative understanding of this particular topic?

Suggested Mode of Presentation:

- 1) Panel (3 presentations of 15-20 minutes each with 30 minutes for questions)
- 2) Town Hall (3-5 panelists for an open discussion, no presentations)
- 3) Learning Lab (1-2 speakers providing case study or in-depth presentation)
- 4) Interactive Workshop (2-3 facilitators with activities at the table and in larger group)
- 5) Other (please provide details such as stage set up, floor set up, and anticipated AV needs.)

Geographic Audience Appeal (Please select all that apply):

Urban Suburban Rural Regional Organization
 State/Provincial Agency International

Experience Audience Appeal (Please select all that apply):

Young Professional Mid-Career Experienced New to the Industry
 Senior Leader of Organization Students CEcD

Type of Professional Audience Appeal:

- Regional, state/province, county, and city economic development organizations
- Chambers of commerce and other business support agencies
- Community and neighborhood development organizations
- Technology development agencies
- Utility companies
- Educational institutions
- Consultants
- Redevelopment authorities
- Entrepreneurship support organizations
- Workforce development organizations
- Other, please specify:

What level will the content be presented?

- Basic: This session assumes the audience has no prior knowledge on the subject
- Intermediate: This session will assume the audience has a basic understanding of the concepts
- Advance: This session assumes the audience has in-depth knowledge/experience of the subject and is geared towards taking the content to the next level

I acknowledge that I have read the Guidelines on page 2

Suggested Session Moderator:

Name:

Title:

Company/Organization:

Location:

Phone:

E-mail:

LinkedIn URL:

Why did you select this person as a moderator? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography – please paste a 200 word biography below.

Suggested Session Presenter(s):

Presenter 1:

Name:

Title:

Company/Organization:

Location:

Phone:

Email:

LinkedIn URL:

Why did you select this person as a speaker? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography – please paste a 200 word biography below.

Presenter 2:

Name:

Title:

Company/Organization:

Location:

Phone:

Email:

LinkedIn URL:

Why did you select this person as a speaker? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography – please paste a 200 word biography below.

Presenter 3:

Name:

Title:

Company/Organization:

Location:

Phone:

Email:

LinkedIn URL:

Why did you select this person as a speaker? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography – please paste a 200 word biography below.

Presenter 4:

Name:

Title:

Company/Organization:

Location:

Phone:

Email:

LinkedIn URL:

Why did you select this person as a speaker? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography – please paste a 200 word biography below.

Presenter 5:

Name:

Title:

Company/Organization:

Location:

Phone:

Email:

LinkedIn URL:

Why did you select this person as a speaker? Please include specific examples of how s/he has demonstrated a significant understanding or contribution to the topic covered in this session.

Biography – please paste a 200 word biography below.