Professional Development Course Catalog

2026

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

The Power of Knowledge and Leadership

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Introduction

The International Economic Development Council (IEDC) offers professional development opportunities for practitioners to gain knowledge, skills, and credentials that advance careers and strengthen communities. This catalog provides an overview of available training courses, certification requirements, policies, pricing, and testing schedules. It is designed to support participants working toward Certified Economic Developer (CEcD) and Entrepreneurship Development Professional (EDP) certifications, as well as those seeking recertification.

General Certification & Testing Information

Certified Economic Developer (CEcD)

The Certified Economic Developer (CEcD) credential is IEDC's premier certification, recognizing mastery of economic development. Eligibility requires at least four consecutive years of paid, full-time experience within the past six years. Required training includes all four Core Competency courses (Business Retention & Expansion, Economic Development Credit Analysis, Real Estate Development & Reuse, and the Basic Economic Development Course) and at least two Elective Competency courses (e.g., Marketing & Attraction, Strategic Planning, ESBDS, FDI & Exporting, Managing EDOs, Workforce, or ELED). Candidates should also attend the CEcD Exam Essentials Workshop.

The CEcD exam includes multiple-choice/short-answer questions, essay questions, and an oral interview. Recertification is required every three years through **Professional Development Credits** and continued engagement.

Benefits: The CEcD designation enhances credibility, expands opportunity, and signals commitment to excellence.

Entrepreneurship Development Professional (EDP)

The Entrepreneurship Development Professional (EDP) certification serves practitioners who support entrepreneurial ecosystems and small business growth. Eligibility includes at least two years of relevant experience. Required training includes four core IEDC courses plus one elective; candidates also submit a project assessment.

The EDP exam includes a multiple-choice test followed by an oral interview. Recertification occurs every three years via **Professional Development Credits**.

Benefits: The EDP credential highlights specialized expertise in entrepreneurship-led development and ecosystem building.

Economic Development Marketing & Attraction (EDM)

Description

Attracting investment demands clear positioning, a compelling value proposition, and disciplined outreach. This course develops practical skills in industry targeting, data-driven prospecting, site selection dynamics, storytelling and brand architecture, incentive policy alignment, and digital channels (web, CRM, analytics, campaigns).

Participants practice building integrated marketing plans that reflect community assets and constraints, with attention to equity and inclusion, aftercare for recent wins, and metrics that track pipeline quality and conversions.

Benefits for Economic Developers

• Designs persuasive, metric-driven marketing programs that differentiate your community.

• Improves collaboration with brokers, site selectors, and utilities to shorten timelines.

• Builds an ethical, transparent approach to incentives and performance reporting.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Business Retention & Expansion (BRE)

Description

Existing employers drive the majority of job growth. This course covers outreach models, survey design, issue triage, supply-chain and exporting opportunities, succession planning, disaster preparedness, and coordinated service delivery with partners.

You will learn how to segment accounts, prioritize resources, convert insights into policy recommendations, and design dashboards to track impacts.

Benefits for Economic Developers

• Deepens relationships with employers and anticipates at-risk situations.

• Creates a repeatable pipeline for expansion and local reinvestment.

• Improves cross-agency coordination for talent, sites, and financing.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Core Requirement

Recertification = (3) Level-1 Points

Entrepreneurship Development Professional (EDP)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Economic Development Credit Analysis (CREDIT)

Description

Deal-structuring fundamentals for practitioners: interpreting financial statements, sizing debt and equity, cash-flow coverage, collateral and guarantees, layering public tools, and underwriting for growth-stage firms.

The course uses case studies to practice term sheets, gap financing, portfolio risk, and compliance.

Benefits for Economic Developers

• Enables confident due diligence and bank-ready packages.

• Expands access to capital through blended finance and partnerships.

• Protects public funds with disciplined underwriting and reporting.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Core Requirement

Recertification = (3) Level-1 Points

Entrepreneurship Development Professional (EDP)

Exam = Core Requirement

Recertification = (3) Level-1 Points

Entrepreneurship-Led Economic Development (ELED)

Description

A systems approach to growing firms: culture, networks, capital stack, mentors, spaces, and policy. You will map ecosystem gaps, sequence interventions, and embed entrepreneurship across BRE, marketing, and workforce agendas.

Content includes ecosystem metrics, inclusion strategies, and partnerships with universities, SBDCs, and accelerators.

Benefits for Economic Developers

• Builds an ecosystem lens that complements transactional recruitment.

• Improves program design for inclusive growth and resilience.

• Aligns regional partners around a shared entrepreneurship agenda.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Entrepreneurship Development Professional (EDP)

Exam = Core Requirement

Recertification = (3) Level-1 Points

Entrepreneurial & Small Business Development Strategies (ESBDS)

Description

Hands-on tools for advising entrepreneurs: business modeling, capital access ladders, technical assistance networks, procurement and local ownership strategies, and place-based supports like incubators and maker spaces.

Benefits for Economic Developers

• Strengthens front-line advisory skills for small business clients.

• Connects firms to capital, contracts, and counseling faster.

• Builds inclusive pipelines for minority- and women-owned companies.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Entrepreneurship Development Professional (EDP)

Exam = Core Requirement

Recertification = (3) Level-1 Points

Real Estate Development & Reuse (REAL)

Description

The full life cycle: site control, feasibility, pro formas, entitlement, public-private structuring, environmental liability, construction, leasing, and repositioning. Includes specific topics on industrial, office, and mixed-use projects and reuse of challenging properties.

Benefits for Economic Developers

• Improves fluency in real estate deals and negotiations.

• Supports catalytic projects that align with community goals.

• Mitigates risk on brownfields and complex capital stacks.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Core Requirement

Recertification = (3) Level-1 Points

Neighborhood Development Strategies (NEIGH)

Description

Neighborhood revitalization through equitable planning, corridor strategies, small business support, community wealth building, and anchor partnerships. Emphasizes engagement methods, measurement, and case studies.

Benefits for Economic Developers

• Aligns projects with resident priorities and inclusive outcomes.

• Combines place and business strategies for durable change.

• Strengthens partnerships among CBOs, anchors, and agencies.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Entrepreneurship Development Professional (EDP)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Managing Economic Development Organizations (MANAG)

Description

Governance and performance for EDOs: mission, funding models, board relations, staffing, ethics and DEI, metrics, crisis management, and communications. Includes vendor/consultant management and media engagement.

Benefits for Economic Developers

• Strengthens transparency, ethics, and accountability.

• Builds performance systems that sustain funding and impact.

• Improves board alignment and stakeholder confidence.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Technology-Led Economic Development (TECH)

Description

Growing innovation capacity via research commercialization, tech transfer, industry-university partnerships, incubators/accelerators, venture finance, and specialized talent strategies.

Benefits for Economic Developers

• Positions regions for higher-wage, innovation-led growth.

• Connects entrepreneurs to labs, IP, and risk capital.

• Builds a brand around technology strengths.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Entrepreneurship Development Professional (EDP)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Workforce Development Strategies (WORKF)

Description

Talent as a system: K–12 pathways, CTE, apprenticeships, adult upskilling, inclusion strategies, employer partnerships, and sector strategies. Covers governance, funding, and measurement.

Benefits for Economic Developers

• Aligns talent pipelines with target industry needs.

• Elevates participation of underrepresented groups.

• Improves retention and attraction through skill mobility.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Economic Development Strategic Planning (PLAN)

Description

From assessment to action: stakeholder engagement, data analysis, SWOT, equity integration, priority-setting, implementation governance, and dashboards. Includes disaster recovery and resilience planning.

Benefits for Economic Developers

• Produces actionable, measurable strategies with buy-in.

• Builds capacity to pivot during shocks and disruptions.

• Connects strategy to project pipelines and budgets.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Foreign Direct Investment & Exporting (FDI)

Description

International business development: investor journeys, outreach channels, visas, trade missions, and exporter readiness. Connect firms to federal/state export services and finance.

Benefits for Economic Developers

• Diversifies the economy with traded-sector growth.

• Builds cross-border networks and visibility.

• Helps firms scale via new markets and risk management.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Economic Development Fundamentals (101)

Description

A comprehensive survey of the profession: history, core activities (attraction, BRE, entrepreneurship), enablers (workforce, real estate, neighborhoods), and cross-cutting tools (planning, marketing, finance).

Benefits for Economic Developers

• Orients newcomers to the full scope of practice.

• Establishes shared vocabulary and frameworks.

• Prepares participants for deeper dives into core/elective courses.

Workforce Development Fundamentals (CERTWORK)

Description

Foundational overview of the U.S. workforce system and its connection to economic development. Topics include key legislation (e.g., WIOA), roles of workforce boards and partners, demand-driven training models, career pathways and apprenticeships, sector strategies, and metrics for program effectiveness. Participants learn how to align talent pipelines with employer needs and integrate workforce with BRE, attraction, and entrepreneurship.

Benefits for Economic Developers

• Build a shared vocabulary and baseline knowledge of the workforce system.

• Strengthen partnerships with boards, colleges, and employers to close skills gaps.

• Apply demand-driven frameworks to support attraction, BRE, and inclusive growth.

The Emerging Main Street Workforce (MSAEMSW)

Description

Adapting to shifts in technology, worker expectations, and work models for small businesses on Main Street. Covers remote and hybrid norms, gig work, quality-of-life factors, data-driven labor market insights, and practical tools to design high-quality jobs and retain talent. Includes case studies and simulation exercises.

Benefits for Economic Developers

• Translate labor-market trends into actionable guidance for local employers.

• Design high-quality job structures and cultures that improve retention.

• Leverage QoL data and partnerships to attract and develop talent.

Rightsizing Resources in Uncertain Times (MSARRUT)

Description

Tools to sustain nonprofit and community programs when resources are constrained. Focuses on disruption analysis, prioritization matrices, predictive analytics, and strategic communication to maintain funding and trust. Participants practice drafting a 60-second 'disruptor pitch' and work through a resource-reallocation simulation.

Benefits for Economic Developers

• Diagnose disruption impacts and target limited resources effectively.

• Build transparent, data-driven narratives that sustain stakeholder support.

• Use prioritization frameworks to protect high-impact programs.

Entrepreneurship Finance (ENF)

Description

Financing the startup and scale-up journey: capital stack basics, venture and angel finance, debt products, cash-flow modeling, collateral and guarantees, and public-private tools (SBIR/SBIC, CDFI lending, revolving funds). Coursework emphasizes investor readiness, underwriting for early-stage firms, and structuring blended finance.

Benefits for Economic Developers

• Guide entrepreneurs to the right capital at the right time.

• Evaluate investment readiness and structure responsible public participation.

• Build partnerships with lenders, angels, and CDFIs to expand access to capital.

Professional Development Credits

Certified Economic Developer (CEcD)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

Entrepreneurship Development Professional (EDP)

Exam = Meets Elective Requirement

Recertification = (3) Level-1 Points

ELED vs ESBDS Comparison

The Entrepreneurship-Led Economic Development (ELED) and Entrepreneurial & Small Business Development Strategies (ESBDS) courses address entrepreneurship at complementary levels. ELED focuses on ecosystem design and culture change; ESBDS equips practitioners with front-line advisory tools and programs that help individual firms succeed.

Benefits for Economic Developers

• Operate effectively at both ecosystem and business levels.

• Foster regional competitiveness through entrepreneurship.

• Expand inclusivity in the entrepreneurial economy.

• Align ecosystem investments with broader ED goals.

Policies

Registration & Payment: Registrations are confirmed upon receipt of payment. Payment must be received prior to the start of the course. All registrations must be completed through IEDC's online system.

Transfers: Requests to transfer registration to another course must be submitted at least 15 business days prior to the start of the original course. A transfer fee may apply. Only one transfer per registration is permitted.

Cancellations: Requests for cancellation must be received in writing at least 15 business days before the start of the course to receive a refund, less a $130 processing fee. Cancellations received within 15 business days of the course will not be refunded.

Substitutions: A substitute participant from the same organization may attend in place of a registered participant at no additional charge, provided the request is submitted in writing before the course begins.

Attendance: Full attendance is required at all sessions to receive credit. Partial credit will not be awarded.

Exams: Requests to transfer or cancel CEcD or EDP exam registrations must be submitted at least 15 business days prior to the exam start date. Transfers and cancellations are subject to a $130 processing fee. Exam fees are otherwise non-refundable.

Code of Conduct: All participants must adhere to IEDC's Code of Ethics and Professional Conduct. IEDC reserves the right to remove participants violating conduct standards without refund.

IEDC reserves the right to cancel or reschedule a course or exam due to low enrollment, instructor availability, or other extenuating circumstances. In such cases, registrants may transfer to another offering or receive a full refund.

- **Registration:** Participants register via IEDC's system.
- **Transfers:** Requests accepted ≥15 business days before the course/exam.
- **Cancellations**: $130 fee if requested within 15 business days.
- **Attendance:** Full participation is required to earn credits.
- **Payment:** Fees vary by course and membership; see Pricing.
- **Code of Conduct:** All participants adhere to IEDC's Code of Ethics.

Pricing

Product	Member (Early Bird)	Member (Standard)	Non-Member (Early Bird)	Non-Member (Standard)	Student (Early Bird)	Student (Standard)
Online Training Course - 2-Day	$535.00	$710.00	$690.00	$865.00	$120.00	$160.00
Online Training Course - 3-Day	$650.00	$825.00	$805.00	$980.00	$140.00	$180.00
Online Training Course - Academy (4-Day)	$885.00	$1,175.00	$1,150.00	$1,435.00	$195.00	$265.00
Online Training Course - Transfer	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Online Training Course - Cancellation	$130.00	$130.00	$130.00	$130.00	$65.00	$65.00
CEcD Exam Essentials Workshop	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
CEcD Exam Fee - Initial	n/a	$610.00	n/a	$850.00	n/a	n/a
CEcD Exam Fee - Retake	n/a	$385.00	n/a	$490.00	n/a	n/a
CEcD Exam Fee - Cancellation	n/a	$130.00	n/a	$130.00	n/a	n/a
CEcD Exam Fee - Transfer	n/a	$130.00	n/a	$130.00	n/a	n/a
CEcD Recertification Fee	n/a	$385.00	n/a	$570.00	n/a	n/a
EDP Exam Fee - Initial	n/a	$610.00	n/a	$850.00	n/a	n/a
EDP Exam Fee - Retake	n/a	$385.00	n/a	$490.00	n/a	n/a
EDP Exam Fee - Cancellation	n/a	$130.00	n/a	$130.00	n/a	n/a
EDP Exam Fee - Transfer	n/a	$130.00	n/a	$130.00	n/a	n/a
EDP Recertification Fee	n/a	$385.00	n/a	$570.00	n/a	n/a

Economic Development Ethics Workshop	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Certificate Program	n/a	$750.00	n/a	$950.00	n/a	n/a
Certificate Program - Cancellation	n/a	$130.00	n/a	$130.00	n/a	n/a
101 Class	$100.00	$275.00	$200.00	$375.00	$50.00	$100.00
101 Class - Transfer	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
101 Class - Cancellation	$130.00	$130.00	$130.00	$130.00	$65.00	$65.00
In-Person Training Course - 2-Day	$575.00	$750.00	$730.00	$900.00	$150.00	$200.00
In-Person Training Course - Transfer	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
In-Person Training Course - Cancellation	$130.00	$130.00	$130.00	$130.00	$65.00	$65.00

Testing Dates

Certified Economic Developer (CEcD):
• April 3, 2026 – Candidate Testing
• April 7–9, 2026 – Written Grading
• April 13–17, 2026 – Oral Exams

• September 18, 2026 – Candidate Testing
• September 22–24, 2026 – Written Grading
• September 28–October 2, 2026 – Oral Exams

Entrepreneurship Development Professional (EDP):
• June 5, 2026 – Candidate Testing
• June 9–12, 2026 – Oral Exams

• November 6, 2026 – Candidate Testing
• November 10–13, 2026 – Oral Exams