



IEDC WEBINAR



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL



NOVEMBER 19, 2020

On Successful Pitches & Creating RFP Responses: Putting Your Best Foot Forward



Introduction & Background



HICKEY + Hickey Global + Hickey Institute + Foundation

HICKEY was founded in 1986 as one of the first companies to offer integrated site location and workforce services.

Today, HICKEY is the leading global firm for location strategy and thought leadership with active projects in every corner of the world.



HICKEY Global Team



Successful Pitches & RFP Responses

Successful Pitches

- If home-grown, ask them to take a full tour
- Consider cultural needs of company representatives
- Quality of life, spousal employment and business ecosystem becoming more key
- Meaningful stakeholder meetings

RFP/RFI Responses

- Lookout for half-baked projects
- Ask strategic questions to better determine your response
- Use multiple data sources
- Try to remove editorial influence on raw data
- Develop data that is not tracked by government sources



RFP – What HICKEY Uses



- 1 – 2 page RFP
- Includes an easy to complete Active PDF form
- Hickey in-house team often completes the data analytics, forecasting and predictive analysis
- Catalogue/database to streamline the next RFP
- Try to give at least 3 weeks to respond – part of our job is to coach the company!



RFP Responses – Additional Tips

- Companies often conduct the first round of due diligence themselves via desktop or simple RFP – keep it simple!
- Less pictures, more data
- Compare and benchmark: The executives on the other side also have to sell your community to their leadership/board



Foreign Direct Investors (FDI)



FDI comes with some very unique requirements:

RFI/RFP:

- Inquire if multi-lingual response would help
- Offer to benchmark non-USA locations
- Be concise

Pitches:

- Critical to consider cultural needs of Project Team
- Often condensed timeline
- Are there other expats in the region?



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Economic Development Questions?

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