



# IEDC 2017 ANNUAL CONFERENCE: CALL FOR SPEAKERS FOR ED TALKS

**SUBMISSION DEADLINE: APRIL 14, 2017**

## **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 speakers to present in a TED-style format on a topic of their choosing. The topic should appeal to the diverse audience at the Annual Conference. The most compelling speaker nominations will demonstrate that the speaker will bring a fresh and unique perspective to the conference in terms of topics such as but not limited to local or global issues, culturally significant breakthroughs and advancements, and finding a deeper meaning in professional or personal endeavors.

Four speakers will be chosen. Presentations will be limited to 15 minutes each. The conference theme is “**Going Global: Connect. Collaborate. Create.**” A more detailed description on the conference theme and tracks can be found on page 4.

## **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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## **Speaker Nomination Submissions:**

Please send completed speaker nominations to [proposals@iedconline.org](mailto:proposals@iedconline.org) by April 14, 2017.

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

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

Please contact IEDC at [proposals@iedconline.org](mailto:proposals@iedconline.org) via email with any questions regarding speaker proposals. For more details about IEDC, visit our website at [www.iedconline.org](http://www.iedconline.org). You will be notified via e-mail regarding a decision on your speaker proposal by May 15, 2017.

## **Important Deadlines**

March 1 – April 14, 2017	IEDC accepting speaker proposals
April – May 2017	IEDC evaluates speaker proposals, winners are selected and notified
May 15, 2017	All submissions will be responded to via email

## “ED TALKS” SPEAKER NOMINATION SUBMISSION

### **Part One: About You**

**Contact Information for Nominator:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

City, State, Country: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### **Part Two: About the Nominee**

I am nominating myself

Name of Nominee: \_\_\_\_\_

Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

City, State, Country: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

1. Briefly tell us about the nominated speaker. What are their primary responsibilities in their current position? What work have they done that would be especially relevant to the economic development community? Why are you recommending them?





## **2017 ANNUAL CONFERENCE THEME AND 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.