



Project funded by the
EUROPEAN UNION

EBSOMED
ENHANCING BUSINESS SUPPORT ORGANISATIONS



CERTIFIED TRAINING

8 days of trainings (56h)
& 4 days of learning visit

In the framework of the Business Support Organisations (BSOs)' Management Academies:

THE ECONOMIC DEVELOPMENT MASTERCLASSES

C2. Territorial Marketing : structuring and promoting an attractive ecosystem

Objectives

Designing and implementing a territorial marketing strategy

Targeted skills

- Analysing the assets and needs of a territory to build a strategy
- Building a governance that serves strategy and legitimises territorial identity
- Marketing the territory innovation and creating value with FDI
- Building a territorial communication strategy

Participant profiles

Managers in charge of the attractiveness within the economic development organisations of the Mediterranean countries.

Prerequisite

- Experience in marketing or investment promotion
- To have as a project the strengthening of a territorial marketing strategy

Dates

Modules E, F, G, H in 2019

The 4 locations are currently being defined

Schedule

9 am – 5 pm

Conditions

23 participants in 2 bilingual groups

Conditions of participation upon request. Coverage of travel and subsistence expenses for candidates eligible to the EBSOMED grant

Priority will be given to participants from the 10 EBSOMED beneficiary countries

Training lecturers

Territorial marketing practitioners, university professors and consultants qualified and experienced

ANIMA Investment Network
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DATE

COURSE

2019

MODULE E. DEFINING THE TERRITORIAL MARKETING STRATEGY

2019

MODULE F. GOVERNANCE OF TERRITORIAL MARKETING

2019

MODULE G. MARKETING TERRITORIAL INNOVATION

2019

MODULE H. COMMUNICATIONS STRATEGY



CERTIFICATION

REGISTER NOW www.animaweb.org/en/registration-master-classes

Pre-registration

You will receive a pre-registration email within 15 days following your request, along with a training agreement to be returned signed.

Registration

After signing the agreement and payment, your registration will be finalised. You will then receive a confirmation from ANIMA, a notification including logistical details and coverage conditions, as well as an invitation letter to facilitate visa procedures when necessary.



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C2. Territorial Marketing : structuring and promoting an attractive ecosystem

DATES

COURSE

2019 - 3 DAYS

UPCOMING LOCATION

MODULE E. DEFINING THE TERRITORIAL MARKETING STRATEGY

- Opening of the cycle C2 and presentation of the project certifying
- Criteria for selecting the investor's site
- Comparative advantages of the country and its investment sites
- Diagnostic tools and methods
- Set objectives, qualify targets
- The tools of territorial marketing
- Building a territorial offer
- The importance of being very selective
- Measure your performance

MODULE F. GOVERNANCE OF TERRITORIAL MARKETING

- The components of attractiveness : from promise to proof
- An identity and marketing at the service of a shared project
- What is expected of an investment promotion agency (IPA), a regional agency, the surrounding ecosystem
- Pillars of investment promotion : strategy, institutional framework, services
- Mandates and governance of the IPA, regional agency
- Define a clear organisation with stakeholders and partners
- Presentation of project topics certifying participants

2019 - 3 DAYS

UPCOMING LOCATION

MODULE G. MARKETING TERRITORIAL INNOVATION

- Why innovation ?
- Presentation of the components of an innovation ecosystem
- Innovation maturity in the MENA region
- Attract FDI that transfers value
- Marketing of innovation and innovative projects
- Integrate FDI into a winning relationship with the fabric of strat-ups and innovative SMEs.

2019 - 3 DAYS

UPCOMING LOCATION

MODULE H. COMMUNICATION STRATEGY

- Identity, brand and territory
- Building the image and deploying a campaign
- Perception vs. reality : image conveyed by the media and professionals
- Digital marketing : social marketing and data management
- Crisis management (how to give a good image in a disrupted environment)
- Hearing of the projects certifying and closing the seminar

2019 - 3 DAYS

Upcoming location

CERTIFICATION

The development of a project from each participant during the entire C2 cycle will lead to certification.

The project will involve the development of a strategy, service/tool or organisational innovation for the participant's employing organisation.



Methods :

Alternating theory and practice, as well as individual and collective work to facilitate knowledge acquisition. The modules will be made up of case studies, testimonies, exchanges, group work, presentations, debates, study visits.

Monitoring and evaluation

- An attendance sheet per half-day
- Evaluation of the module in order to capitalise on the feedback from participants in terms of programme, training methodology, learning visits, organisation.
- Individual and group work

After the training, each participant will receive:

- The supports used during the presentation
- A trainers and fellows contact list
- A certificate of participation after each module, based on the attendance sheet
- A certificate at the end of the training course based on the acquisition of knowledge
- Access to the Alumni group