

The Consultants Forum wishes to thank all attendees, sponsors and speakers!

**OPENING — MONDAY, DECEMBER 3RD**

- 5:30 pm**     **Registration Opens**  
*Ocean Ballroom II Foyer – Eden Roc Hotel*
- 6:00 – 7:00 pm**     **Speaker & Sponsor Welcome Reception (Private)**  
*Nobu Hotel Penthouse Floor – Tsuki /Aozora Rooms*
- 7:00 – 7:45 pm**     **Opening Networking Reception**  
*Ocean Garden*
- 7:45 – 9:00 pm**     **Opening Networking Dinner**  
*Ocean Garden*

**DAY ONE — TUESDAY, DECEMBER 4TH**

- 7:30 am**     **Registration**  
*Ocean Ballroom II Foyer – Eden Roc Hotel*
- 7:30 – 8:30 am**     **Networking Breakfast**  
*Spa Garden*
- 8:30 am**     **Welcome and Introduction to the Forum**  
*Ocean Ballroom II – Eden Roc Hotel*  
  
**Dennis Shea**  
 President and Publisher  
 Area Development | The Consultants Forum  
  
**Penny Shaffer**  
 Market President, Blue Cross and Blue Shield of Florida  
 Chair, Miami-Dade Beacon Council
- 8:45 am**     **High-Growth Environment Now, But What Lies Ahead ?**  
  
 Our speakers give their perspective on the biggest economic impacts that have occurred and are occurring in the economy, what the future may hold, and how they may impact each economic developer.  
  
*Speakers: Cushman & Wakefield*
- 9:20 am**     **Rail as a Driver of Economic Development**  
  
 The prospective company will stay on a site for 50 years, pay above market wages, make a significant capital investment and hire local...this is rail. With this being said, how do you screen a site for success?  
  
*Speaker: Cushman & Wakefield*

- 9:50 am**     **Not Another Millennial Presentation!**  
  
 The impacts that the millennial generation have on the workforce are undeniable, but is their work life coming to an end as they know it? Let's explore how the Generation Z explosion is about to hit the labor force, and the impacts it will have on corporate culture and location decisions going forward.  
  
*Speaker: Atlas Insight, LLC*
- 10:20 am**     **Networking Refreshment Break**  
*Ocean Ballroom II Foyer – Eden Roc Hotel*
- 10:35 am**     **Opportunity Zones – A Value to Your Community?**  
  
 Opportunity Zones (OZs) are a powerful new economic development and real estate investment tool designed to mobilize investment in underserved communities across the nation. OZs are designed to encourage long-term private investments in low-income communities through a two-fold strategy: using temporary benefits to bring the investment in, and using long-term benefits to keep it there. This strategy not only results in increased savings for those making the investment, but also brings the possibility of job creation and economic growth for these traditionally underserved communities.  
  
*Speaker: Womble Bond Dickinson*
- 11:05 am**     **BrightFarms: Improving People's Health Through Sustainable Local Supply of Produce**  
  
 Every day, thousands of truck miles are logged by carriers of field-grown produce that is harvested and packaged to accommodate an inefficient supply chain. BrightFarms has a better solution: Better for people. Better for the planet.  
  
 This session explores how this company is growing and delivering fresh farm-to-table produce while making an important economic development investment and footprint in the growing number of communities it serves.  
  
*Speaker: BrightFarms*

**11:35 am Food Industry Insights: How an Emerging Brand Founder Views a Location Decision**

Our food industry-focused site selector will conduct a Q&A session with Carlos Ramirez, CEO of Miami Beach-based Powerful Foods, a successful emerging food brand. This discussion explores the factors and decision-making process that influence location choices for the multitude of companies in this fast-growing food category.

*Speakers:*  
 Kupperman Location Solutions & Powerful Foods

**12:10 pm End of Morning Session**

**12:15 pm Networking Luncheon**  
*Spa Garden*

**1:20 pm Synergies for Attracting New Data-Based Development**

In this session two leading data center authorities join to discuss how EDO officials, utility providers, and data center providers can work in concert developing synergies to attract new data-based enterprises and technologies to their communities in the 21st century.

*Speakers:*  
 JLL  
 Compass Datacenters

**2:05 pm Strategic Planning in the Aerospace/Defense Industry and the Implications for Economic Developers**

Most aerospace/defense siting projects are born in the corporate 3–5-year strategic planning process. This session discusses these processes, including pre-emptive actions EDOs may consider to ultimately increase their chances of site consideration in alignment with corporate goals.

*Speakers:*  
 Jones Walker Consulting & Lockheed Martin Corporation

**2:40 pm Looming Tariffs & Resetting the Global Trading System...Will It Work?**

Looming U.S. tariffs are the hot topic everyone is trying to evaluate. Over the past nine months the dialog has shifted from a “wait and see what unfolds” approach to a “what will the fallout be” reality check.

*Speaker:* Werner Enterprises

**3:10 pm Networking Refreshment Break**  
*Ocean Ballroom II Foyer*

**3:25 pm Consultant Roundtable Breakouts (two)**  
*Ocean Ballroom II & Foyer*

Each roundtable session is an open discussion led by one speaker for a group of 8-10 attendees.

**4:25 pm End of Day One**

**6:00 – 6:30 pm Speaker & Platinum/Gold Sponsor Reception (Private)**  
*Ocean Garden Poolside Bar*

**6:30 – 8:00 pm Networking Reception & Dinner**  
*Ocean Garden*

**DAY TWO — WEDNESDAY, DECEMBER 5TH**

**7:30 – 8:30 am Networking Breakfast**  
*Spa Garden*

**8:30 am Welcome to Day Two**  
*Ocean Ballroom II – Eden Roc Hotel*

Dennis Shea  
 President and Publisher  
 Area Development |The Consultants Forum

**8:45 am Why Do I Know More About Your Community Than You Do?**

Corporate users are looking at a variety of new and unique factors when working with their consultants to evaluate potential locations. This session will discuss those trends and how EDOs can best position themselves to attract these groups to their communities – including an overview of industry best practices.

*Speakers:* Newmark Knight Frank

**9:20 am People Analytics**

In 2007, Google used the term “People Analytics,” also known as talent analytics or HR analytics, which is defined as a method of analytics that helps firms make strategic decisions about optimum markets for labor sustainability. Looking for the right labor has been the foundation of location economics for many years. Specifically, competing for technology labor rests on the ability to predict the future and react accordingly.

*Speaker:* Emsi

**9:50 am Foreign Direct Investment (FDI) – Attracting, Expanding and Managing FDI in a Disruptive World**

Geopolitical trade tensions, U.S. tax reform, and supply-chain reconfiguration are creating new opportunities and challenges for the U.S. to attract/expand FDI. This session will discuss FDI trends, how trade is changing the FDI landscape, and managing issues foreign multinationals are analyzing in making FDI decisions.

*Speakers: EY*

**10:25 am Networking Refreshment Break**

*Ocean Ballroom II Foyer*

**10:40 am Corporate Talent Strategy**

Location decisions are often driven by unique recruiting strategies. This session covers organizations' strategic talent framework and case studies that illustrate how certain locations provide better alignment for recruiting objectives than others.

*Speaker: JLL*

**11:10 am A Few Friendly Questions Concerning Economic Development Practices – After Three Decades of Location Consulting Experience**

A nationally recognized and seasoned location consultant will share his perspectives about working with EDOs over the past three decades, including a few perplexing observations, along with some friendly suggestions on how to create what he believes is a more balanced economic development approach.

*Speaker: Savills Studley*

**11:40 am Keeping Your Site in the Site Selection Funnel**

In order to be the winning location for a project, you first have to make sure your properties and community are competitive. In this session, we'll take a look at some of the reasons properties are eliminated as well as things you can do to make sure you stay competitive.

*Speaker: Quest Site Solutions*

**12:10 pm Closing Remarks**

**12:20 pm Closing Lunch**

*Spa Garden*



## SPEAKER SPONSORS

The Consultants Forum wishes to thank the following organizations for their support and sponsorship:

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