



# BCEDA

BC Economic Development Association



The British Columbia Economic Development Association (BCEDA) is the leading professional association of economic development practitioners in the Province of BC. BCEDA currently has over 450 members from communities throughout the Province. BCEDA provides services that help member communities grow and expand new and existing businesses, attract new business investments, and work towards strategic infrastructure investment, land use planning, and community enhancement.

## 2018

# Professional Development

# Community Delivered Options

## Business Retention and Expansion (1, 3, and 5-day options)

Business retention, and fostering the expansion of existing businesses, is the foundation of any sound economic development program. And it should be! Changes in the global, national and regional marketplace have put increased pressure on firms to become more efficient to seek out and take advantage of profit opportunities. Communities must play a role in helping local businesses be competitive not only in the local community but abroad.

This course explores strategies to retain the existing economic base by making businesses and the communities that house them more competitive. Issues covered include how to apply a wide range of economic development resources, tools, and techniques to support local businesses through the creation of a successful business retention and expansion program. Several training options are available for Business Retention and Expansion programs including a one-day session, three days and a five day. Costs vary.

## Investment Attraction

Every community is looking at ways to attract new investment to the community. While this is not the most important economic development function, it is a critical expectation of every program. This one-day interactive course is designed to increase a communities understanding of business investment and attraction as a strategy in economic development. It will help you determine if your community is investment ready, how to identify “realistic” targets, developing a strategy, introduction to site selectors and the different phases they go through, and measuring success.

## Economic Development for Local Leaders



To be successful in today's competitive economic development community, leaders need and want to understand the different aspects of economic development. Since 2011, BCEDA has delivered more than 75 full day Economic Development for Local Leaders workshops to more than 1,500 local leaders in communities throughout North America making these workshops one of the most delivered in North America. The workshops, designed for local and regional governments and Indigenous communities, aim to assist communities to expand their capacity, knowledge and skill sets to ensure economic sustainability and future growth. These workshops are fully customizable. However, typical content includes an introduction to the field of economic development

and the different structures, Strategic Planning, essential tools, Business Retention, Business Attraction and Investment Readiness, Small Business and Entrepreneurship, Workforce Development and more. You will hear of successful initiatives in each category that have been done globally to show you how risk and imagination is all an important part of economic development.

## New 2018: The 12 Things You Need to Know for Successful Economic Development (Indigenous Communities)

This new, interactive half-day workshop, covers the new resource manual launched in the summer of 2017 by BCEDA and is specifically designed for Indigenous Communities. It was first delivered with rave reviews to over 100 Indigenous leaders from around BC in December 2017. The reasons why an Indigenous community will engage in economic development activities varies greatly. Each community has unique characteristics and own reasons for actively engaging in economic development. Communities understand to create economic diversity, maintain and expand infrastructure, create a sustainable economy and to increase their ability to meet the needs of residents and businesses; they need to develop their economic development focus and goals. The more you understand about economic development, the more effective you can be in supporting your community's economic development efforts. This session is directed to all elected leaders including Chief and Council, Economic Development Corporations and all staff. Participants are provided with a complimentary copy of the resource manual.

## New 2018: The 12 Things You Need to Know for Successful Economic Development (Local Governments)

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Email [info@bceda.ca](mailto:info@bceda.ca) for more information on pricing and availability.

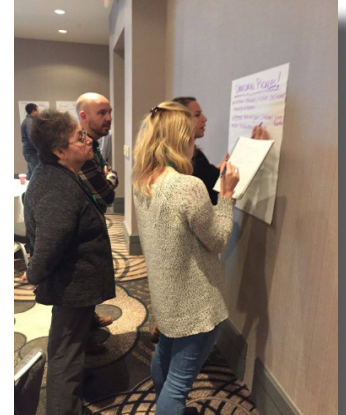
## Making Resilience and Recovery the New Norm

Disasters happen. It does not matter if it is a flood, fire, closure of your major employer or something else that negatively impacts your economy unexpectedly. These disasters seem to be happening more frequently. Is your community prepared to ensure you have a resilient community if a disaster happens? BCEDA, as a leader in economic recovery in Canada, is now delivering workshops in a variety of formats. We offer a 90 minutes crash course, a full day condensed but comprehensive session that will get you well on your way to developing a plan, or a two-day extensive session that will provide you with the tools and resources to help you become a more resilient community.

## Classroom-Based Offerings (2018)

### Western Economic Development Course Fall 2018

The Western Economic Development Course provides a solid foundation for entry-level economic development practitioners or seasoned economic developers looking to update current skills and to be aware of the current trends. This Basic Economic Development Course serves as the equivalent to IEDC's Introduction to Economic Development course in preparation for the IEDC Certification exam and is the only one offered in Canada. Accreditation by both IEDC and EDAC ensures that each BEDC covers subject areas determined to be the core building blocks in any economic development organization. This three and a half day course is delivered by experienced professionals in the economic development industry and is held every fall in Vancouver, BC.



**In your community or our classroom - training and interactive exercises that can be implemented in your community to support and encourage economic development.**

### Managing Economic Development Organizations

**June 13-14, 2018 - Kelowna, BC**

This advanced course delivered in partnership with IEDC will focus on the key principles and practices of professional management in economic development. It will define excellence in economic development and explain the fundamentals of managing for results, outcome-based performance, organizational assessment, stakeholder identification, vision and mission scope, organizational culture and more. Also, participants will learn how to engage their board or council, staff and community stakeholders, constituents, and customers to achieve results in job creation, tax-base stabilization and community growth and development. Since EDOs differ from one another depending on their available resources, location, and mission, this course is designed to equip a leader of any organization to make the right decisions. Email [info@bceda.ca](mailto:info@bceda.ca) for more information on pricing and registration details. NOTE: Some Indigenous communities from BC may be eligible for financial support to attend this course.

### BC Economic Summit

**June 10-12, 2018 - Kelowna, BC**

The BCEDA BC Economic Summit takes you out of the office and gives you the space to imagine, create and discuss key issues facing economic developers, local Aboriginal and non-Aboriginal leaders, community planners, and more, with some of the most creative and strategic minds in the industry.



In a competitive climate where the most dynamic communities succeed, it can be hard to keep accelerating, but it's necessary in order to keep your local economy strong and vibrant to ensure that you have a quality of life for all. Whether it is by supporting new entrepreneurs and start-ups, implementing social enterprises, working with the resources sector to create new opportunities, or by engaging our youth and local citizens, communities are starting to understand that accelerating your local economic development program is not only possible, but it is necessary. Accelerating a local economy cannot be done in isolation and every level of government, whether it is federal, provincial, regional, local, or Indigenous, must work together to ensure that everyone is part of the acceleration. Every sized community faces the challenge of having an accelerated economy and in developing programs that keep your economic development goals front and center. The 2018 BC Economic Summit will look at what is being done in BC and globally to accelerate local economies.





**BC Economic Development Awards**  
 Recognizing BC's best economic development  
 programs, partnerships and marketing initiatives.  
[bceda.ca/bcecdevawards](http://bceda.ca/bcecdevawards)



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