



# 2018 Best Practices and Training Forum

**Minneapolis, Minnesota**

**July 30 – August 2**

**Radisson Blu Mall of America  
2100 Killebrew Dr  
Minneapolis, MN**

## **MONDAY, July 30**

1:00 – 2:30 pm

**STEP Grant Workshop**  
*SBA*

2:30 – 5:00 pm

**Individual Meetings: States and STEP Managers**

6:00 – 7:00 pm

**Welcome Reception**  
*Location: TBD*

## **TUESDAY, July 31**

8:00 am

**Registration Open**

8:00 – 9:00 am

**Breakfast at Hotel**

8:00 – 9:00 am

**SIDO Board Meeting** *(invite only)*

10:00 – 10:30 am

**Welcome & Introductions**

10:30 – 10:45 am

**Host State Welcome**

10:45 – 11:45 am

**Structuring Your Trade Office**  
*State of Minnesota*

12:00 – 1:30 pm	<b>Networking Lunch</b>
1:30 – 2:30 pm	<b>Clusters - Knowing and Developing Your State's Comparative Advantage</b> <i>Center for Regional Economic Competitiveness</i>
2:30 – 3:00 pm	<b>Performance Metrics Report</b> <i>Ambassador Charles Ford</i>
3:00 – 4:00 pm	<b>International Market Overview</b>
4:00 pm	<b>Conclude</b>
6:00 pm	<b>Shuttle to Twins Game</b>
7:10 pm	<b>Cleveland Indians vs. Minnesota Twins</b> <i>(Shuttle service back to hotel after the game)</i>

**WEDNESDAY, August 1**

7:00 – 8:00 am	<b>Breakfast at Hotel</b>
8:00 am	<b>Shuttle to Location</b> <i>(Tbd)</i>
8:30 – 9:00 am	<b>Company Welcome</b>
9:00 – 10:00 am	<b>Market Research – Export Markets and Domestic Investment</b>
10:00 – 10:15 am	<b>Networking Break</b>
10:15 – 11:15 am	<b>Trends in Foreign Direct Investment and Developing a Strategy</b> <i>Bureau Van Dyk</i>
11:15 – 12:00 pm	<b>Company Tour</b>
12:00 – 1:00 pm	<b>Lunch</b>

1:15 – 1:30 pm	<b>Company VIP Keynote</b>
1:30 –2:30 pm	<b>All Things IT: Website Utilization, Social Media and E-Commerce</b> <i>John Worthington, IBT Online</i>
2:30 – 3:30 pm	<b>NAFTA Panel</b>
4:00 pm	<b>Shuttle to Reception</b>
4:30 – 6:00 pm	<b>Reception</b>
6:00 pm	<b>Shuttle to Hotel</b>

**THURSDAY, August 2**

7:00 – 8:00 am	<b>Breakfast at Hotel</b>
8:00 am	<b>Shuttle to Location</b> <i>(Best Buy)</i>
8:30 – 10:00 am	<b>Company Welcome and Tour</b>
10:15 – 11:00 am	<b>Best Practices in Trade Missions/Shows</b> <i>Reed Exhibitions</i>
11:00 – 11:30 am	<b>International Trade Promotion Agencies – What do they do?</b>
11:30 pm	<b>Closing Remarks and Conclude</b>
12:00 pm	<b>Shuttle to Hotel</b>