



# DEEP DIVE: WORKING WITH SITE CONSULTANTS

A part of the Video Training Series by Kate McEnroe

## QUALITY TRAINING DOESN'T HAVE TO BE SO COMPLICATED AND EXPENSIVE.

The video training series offers organizations the ability to deliver high quality, easily accessible training modules that strengthen the ability of their communities and stakeholders to execute on retention and recruitment objectives. It delivers a series of 10-15 minute video presentations accompanied by transcripts, and take-home activities.

## AN OVERVIEW

This Deep Dive collection focuses on what Economic Development practitioners and stakeholders need to know about working with site consultants on recruitment, retention, and expansion projects. The videos are customized to highlight local examples and the take-home exercises allow listeners to take action steps right away.

Here is a sample of topics covered:

Introduction to Site Selection  
The Invisible Screening Process  
The RFP Process  
The Site Visit and Fam Tours A  
Robust Employer List  
Confidentiality and NDAs

Questions Site Selectors Ask Employers  
Telling the Employer Story  
Why Regions are Important  
Sites, Utilities and Infrastructure  
Do Incentives Mean Everything?

## TERMS

Hosted on your site or mine. You are granted a two year license to share the material via a password protected link with your designated economic development and workforce professionals and stakeholders.

### WHO IS IT FOR?

Rural Area EDOs  
Micropolitan EDOs  
Regional EDOs  
State Associations  
Utility Economic Developers

### WHAT YOU GET

A packaged training series including on demand videos, PDF notes, take-home exercises, and one or two live video meetings with Kate.

### MEET KATE

Kate McEnroe has been working as a location and economic development consultant for over 25 years, She has deep expertise in assessing labor markets and optimizing marketing programs, and has a passion for sharing lessons learned and best practices.

*Ready to get started? Let's chat!*

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