

Business Retention + Expansion



Part 1 (of 2 Part) - BR+E Coordinator Training June 16, 2015 in Brantford, Ontario 9:00 a.m. - 4:30 p.m.

WHO SHOULD ATTEND:

- Individuals who are interested in managing or coordinating a community level Business Retention and Expansion (BR+E) project
- Economic development professionals who will be involved in the implementation of a BR+E project

SESSION OBJECTIVES:

This 1 day training session will provide you with the skills to undertake and coordinate a BR+E project. The training will focus on giving you the skills to be able to:

- Understand your role as coordinator of a BR+E project
- Understand the benefits of BR+E and its role as a component of economic development
- Determine your community's readiness for BR+E

In partnership with the City of Brantford

TO REGISTER:

COST: \$25 per person (includes refreshment breaks, lunch and course materials)

For more information please contact Stephen Morris, Economic Development Specialist at stephen.morris@ontario.ca



Business Retention + Expansion Training

DRAFT Training Outline:

Welcome and Introductions

Overview of the BR+E Process

Team Work and Volunteer Management

Key Players in BR+E

Planning and Designing your Project

Methodology

Ontario BR+E Survey

Conducting Business Visits

Immediate Response To Opportunities and Concerns

Business Interview Exercise

Business Interview Debrief

Communicating your Project

Wrap Up & Next Steps

ABOUT BR+E

Business Retention + Expansion (**BR+E**) is a structured action-oriented and community-based approach to business and economic development. It promotes job growth by helping communities learn about issues as well as opportunities for local businesses and sets priorities for projects to address these needs.

Part 2 Analyzing & Reporting

— Winter 2016

Take what you learned in Part 1 and learn how to analyze the data and create reports.

