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Preliminary Agenda

OEDI On-Line Business Retention and Expansion Course / 2020
Day 1 / Thursday, July 23, 2020

8:30am - 9:30am	Registration
9:30am - 9:45am	Welcome & BRE Course Overview
9:45am - 10:45am	Business Panel – Business trends affecting businesses – the importance of BR&E from a private sector perspective
10:45am - 10:55am	Break
10:55am - 12:00pm	Why Retention?
12:00pm - 12:30pm	Lunch
12:30pm - 1:00pm	Objective and Outcomes of BRE
1:00pm - 2:00pm	BRE and Industry Trends in Ohio How your community fits into the overall Ohio Economy JobsOhio Efforts and Insights for a more Effective BRE
2:00pm - 2:10pm	Break
2:10pm - 3:00pm	Workforce: The Impacts of COVID-19 on Employers – Understanding Trends and Ideas for Managing your BR&E Program Moving Forward
3:00pm - 3:10pm	Break
3:10pm - 4:00pm	Understanding the role of Workforce Development in BR&E, Tools that provide value to businesses
4:00pm - 4:10pm	Day One Recap



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Day 2 / July 24, 2020

9:00am – 9:30am	Global and Domestic Business Retention Trends
9:30am – 9:55am	Work Plan for BR&E
9:55am – 10:05am	Break
10:05am – 11:05am	Panel: Building Your BR&E Bench through Regional Resource Partners - Panel
11:05am – 11:10am	Break
11:10am – 12:00pm	Case Study - Japanese Automotive Manufacturer
12:00pm – 12:30pm	Lunch
12:30pm – 1:30pm	Beyond Traditional BR&E in a COVID World – Business Engagement/Other Mechanisms to Interface with Companies
1:30pm – 2:00pm	<i>Case Study</i> – Mitigating Global Consolidations
2:00pm – 2:10pm	Break
2:10pm – 2:45pm	Branding and Marketing BR&E in Your Community
2:45pm – 3:45pm	<i>Case Study</i> - Pulling It All Together - Developing and Improving the Framework for Your BR&E Program
3:45pm – 4pm	Wrap-up



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