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COURSE BROCHURE

# Investment Promotion Action Plan Design Training Course

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Registered in the United Kingdom and Saudi Arabia

# Investment Promotion Action Plan Design Training Course

**Ref:** 2400_90257 **Date:** 14 – 18 June 2027 **Location:** Madrid **Fees:** 5600 GBP

Investment Promotion Action Plan Design is a 1-week training course for investment promotion officers, sector specialists and economic development staff who must turn attraction goals into an investment action plan. Agencies that cannot show investors a focused sector offer, ready land and credible aftercare lose projects to better-prepared locations. Jupiter Prime Training delivers this course on Investment Promotion Action Plan Design.

## Why Investment Promotion Action Plan Design Matters Now

Three forces shape the work today. Investors now screen locations remotely, comparing utility costs, skills supply and permitting speed. Supply chains are being reshaped around resilience and lower emissions, which opens new sector niches for industrial cities. Boards also ask agencies to prove that incentives buy real jobs. An agency that targets well wins projects that fit its economy; one that chases every enquiry spends incentive budgets on footloose firms. The course rests on established attraction practice: sector prioritisation, value proposition design, lead management and investor aftercare.

## Who Gains Most from Investment Promotion Action Plan Design

- Staff responsible for prioritising target sectors and building the evidence behind each choice
- Officers who profile and approach prospective investors and manage the project pipeline
- Specialists who draft incentive packages and test them against public cost limits
- Teams preparing industrial land, utilities and permits so sites are ready for occupiers
- Account managers who look after established investors and secure reinvestment

Agencies gain most when targeting, incentives, site and aftercare colleagues attend together and build one shared action plan.

## Investment Promotion Action Plan Design Capabilities

Participants link location strengths to investor needs and set milestones boards can track.

- Assess sector attractiveness against local capability and competing locations — sector priority decisions for the board
- Build investor profiles and target lists — lead generation officers
- Design incentive packages that weigh public cost against jobs and exports — finance and approval committees
- Specify site and infrastructure readiness gaps for industrial cities — utility providers and land owners
- Communicate a location value proposition to shortlisted investors — senior leadership and sector teams
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Calculate key performance indicators for pipeline, conversion and aftercare — agency boards and funders

## Key Investment Promotion Action Plan Design Terms

- Target sector — an industry segment chosen because local assets match its location needs and it brings jobs, exports or skills.
- Investor profile — a structured record of a company's expansion drivers, decision makers, site criteria and likely project size.
- Value proposition — the evidence-based case explaining why a specific location meets a specific investor's needs better than rivals.
- Incentive package — the mix of grants, tax relief, training support or land terms offered to secure a project.
- Site readiness — the degree to which land has zoning, utilities, access and permits in place for fast occupation.
- Investor aftercare — ongoing service to established investors that solves problems and encourages expansion and reinvestment.

## Investment Promotion Action Plan Design Day by Day

### Day 1: Forces Shaping Investment Attraction

- Global Capital Flow Trends — Which Project Types Are Moving Now
- Supply Chain Relocation Drivers — Resilience Versus Cost Location Choices
- Competing Location Benchmarking — Where the Offer Stands Against Rivals
- Agency Mandate and Stakeholder Map — Who Owns Each Attraction Task
- Economic Impact Logic Model — Linking Projects to Jobs and Exports

### Day 2: Choosing Target Sectors

- Sector Attractiveness Scoring Matrix — Ranking Industries by Fit and Growth
- Local Asset and Skills Audit — Evidence Behind Each Sector Claim
- Value Chain Gap Analysis — Missing Suppliers Worth Attracting
- Niche Segment Definition — Narrowing Broad Sectors to Winnable Targets
- Sector Value Proposition Sheet — Messages Investors Will Test First

### Day 3: Profiling Investors and Shaping Incentives

- Company Expansion Signal Tracking — Spotting Projects Before Site Searches
- Investor Persona and Target List — Who to Approach and When
- Lead Qualification and Pipeline Stages — Where Officer Time Goes
- Incentive Cost-Benefit Test — Public Cost Per Job Created
- Performance-Linked Incentive Terms — Clawback and Milestone Conditions

## Day 4: Site Readiness and Aftercare

- Industrial Land Readiness Checklist — Zoning, Access and Plot Sizes
- Utility and Infrastructure Capacity Review — Power, Water and Logistics Gaps
- Permit Pathway Mapping — Shortening Time from Approval to Start
- Aftercare Account Plan — Retaining and Expanding Established Investors
- Investor Satisfaction and Issue Log — Escalating Barriers to Officials

## Day 5: Practising the Investment Action Plan

- Sector Scoring Applied to a Case Location — Final Target Shortlist
- Investor Target List and Outreach Calendar — Quarterly Approach Sequence
- Incentive and Site Offer Alignment — One Package Per Priority Sector
- Pipeline and Aftercare Indicator Dashboard — Board Reporting Format
- Investment Action Plan Assembly — Targets, Resources, Owners and Milestones

## Applying Investment Promotion Action Plan Design After the Course

- Run a sector scoring session with colleagues to confirm or revise the agency's three priority sectors.
- Open aftercare account plans for the ten largest established investors and log each barrier raised.

## Investment Promotion Action Plan Design Questions FAQ

### What is Investment Promotion Action Plan Design and why does it matter now?

It is the discipline of turning attraction goals into targeted sectors, investor lists, incentive offers, ready sites and aftercare actions. It matters now because investors compare locations faster and boards expect proof that promotion budgets bring real projects.

### Which roles gain most from Investment Promotion Action Plan Design?

Sector specialists, lead generation officers, incentive designers, site readiness teams and aftercare account managers gain most. The plan links their stages into one sequence with shared targets.

### How does Investment Promotion Action Plan Design differ from a portfolio investment course?

It focuses on attracting company projects to a location, not on choosing financial assets. You work with sector evidence, investor needs, land and incentives rather than asset allocation, returns and securities.

### What do you bring back from Investment Promotion Action Plan Design?

You bring back a draft action plan for your agency covering priority sectors, an investor target list, aligned incentive and site offers, aftercare steps and indicators.

## Investment Promotion Action Plan Design: The Way Forward

The investment action plan gives agency leaders a single document that sets which sectors to pursue, which investors to approach first and what offer each will receive. Its first use is the quarterly decision on outreach resources. Sector teams, site partners and aftercare managers work from it, and the sector scores deserve a fresh look once the first pipeline results arrive.