

U.S. Cluster Mapping Training
July 29, 2014
8:30 AM – 4:30 PM

Sheraton Grand Sacramento Hotel
Sacramento, CA

The U.S. Cluster Mapping Project is a national economic initiative that aims to strengthen U.S. competitiveness by understanding the economic performance of clusters and regions across the U.S. It is based at the Institute for Strategy and Competitiveness at Harvard Business School, with support from a number of regional partners and a federal grant from the U.S. Department of Commerce's Economic Development Administration. The project provides an interactive website for user-driven, visual data on clusters and regions across the U.S. It benchmarks the economic performance of individual clusters and regional business environments, and also provides a community for organizations, policymakers, and researchers to share and discuss best practices in cluster development, policy, and innovation.

Instructors:

Sarah Jane Maxted, *Research Manager, ISC*
Rich Bryden, *Director of Information Products, ISC*

- Introductions and Agenda (8:30-9:00)
- Why Clusters? (9:00-10:00)
 - Approach
 - Methodology
- *Morning Break (10:00-10:15)*
- Introducing the US Cluster Mapping Tool (10:15-12:00)
 - About the Tool
 - Tool Features
 - Basic Exercises
 - What the tool cannot do (where might you need other information)
- *Lunch (12:00-1:00) – Lunch on your own*
- Tool applications—Scenarios and exercises (1:00-2:15)
 - Scenario #1: State/Local Policymaker
 - Scenario #2: Federal Policymaker
- *Afternoon Break (2:15-2:30)*
- Tool applications—Scenarios and exercises (2:30-3:15)
 - Scenario #3: Researcher/Academic
 - Scenario #4: Business/Private Organization
- Best practices, next steps and feedback on the tool (3:15-4:30)