

Foundations of Applied Economic Development Research

March 22-24, 2016

Norfolk, VA

AGENDA

Day 1

Time	Session
8:00	Breakfast
8:30	Welcome/Introductions
	Objectives for the Course
	The Importance of Using Data to Drive Decision Making
	Course Organization
10:30	Break
10:45	First Steps In Organizing Data
	Key Customers & Their Information Needs
	Overview of Key Public & Commercial Data
	Beginning Regional Data Analysis
12:00	Lunch (on your own)
1:00	Trends Analysis
	Economic Base Theory
	Exploring Regional Economic Specialization
	Determining Specialization
2:45	Break
3:00	Learning Lab – Exercises
4:30	Adjourn

Day 2

Time	Session
8:00	Breakfast
8:30	Welcome/Introductions
	Undertaking Labor Market Analysis
	Elements of a Labor Force Analysis
10:30	Break
10:45	Conducting Competitive Market Intelligence
	Business Location Factors
	Collecting Your Own Intelligence
12:00	Lunch (on your own)
1:00	Understand Your Targets
	The “Cluster” Concept
	Recognizing Inter-Industry Linkages & Value Chains
2:45	Break
3:00	Effectively Communicating Research Findings
	Learning Lab – Exercises
4:30	Adjourn

Day 3

Time	Session
8:00	Breakfast
8:30	Welcome/Introductions
	Principles of Economic & Fiscal Impact Analysis
10:00	Break
	Learning Lab – Presentation
12:00	Adjourn