The Basic Economic Development Course (BEDC) educates participants in the fundamentals and emerging concepts of comprehensive economic development. In 2017, Georgia Tech marks 50 years of being the first professional development step in the careers of over 3,100 economic developers from around the globe. This year’s conference focuses on Economic Resilience: Building Capacity for Strong Communities. It will expose you to cutting-edge economic development trends that will help your community build for the future. Learn from some of the nation’s most dynamic economic development leaders as you satisfy the IEDC course requirements for Introduction to Economic Development.

Course Topics
Each year the BEDC includes 10 core areas that create the strong foundation necessary for those new to the profession and a refresher for those with experience.

The 10 core areas are:
» Marketing and Attraction
» Business Retention and Expansion
» Entrepreneurial and Small Business Development
» Workforce Development
» Strategic Planning

» Community Development
» Economic Development Finance
» Real Estate Development
» Managing an Economic Development Organization
» Ethics

The Introduction to Economic Development manual is available for optional purchase during online registration. Limited manuals will be available on-site, so reserve your course manual when you register today!

Course Rate: $775

Hosted in the center of Technology Square, at the Georgia Tech Global Learning Center, you will be steps away from popular restaurants, shops, and landmarks. With easy access to public transportation, MARTA, and nearby hotels, Atlanta brings the BEDC experience full circle. Learn more about hotels, nearby restaurants, and attractions at pe.gatech.edu/bedc-thecenter.

Ready to register? Visit www.pe.gatech.edu/register4bedc.
Learn to:
- Identify and address the needs of entrepreneurs
- Define urban versus rural-focused entrepreneurial and small business strategies
- Manage technical assistance (e.g., economic gardening) programs
- Develop and manage business incubators
- Understand federal and state government resources (e.g., Small Business Development Centers)
- Finance programs including micro-lending, venture capital, and angel networks
- Create technical assistance tracking system to measure job growth and more

The first of its kind in Georgia, this course will teach you the core components to bring the world economy to your community’s front door.

Learn to:
- Understand why economic developers should pursue FDI
- Attract foreign investors by identifying targeted sectors to engage new businesses
- Facilitate exports in your community, with an emphasis on how existing federal and state programs can assist
- Execute business with foreign entities, from cultural differences to tax and financing issues

Important Note: Current CEcDs can take this course for recertification points. Those individuals looking to take courses in preparation for the Certified Economic Developer exam should look to our core and elective courses, as this course does not fulfill the professional development requirements.

**IEDC Course Pricing**

<table>
<thead>
<tr>
<th>Course</th>
<th>IEDC Members**</th>
<th>Non-IEDC Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEDC Entrepreneurial and Small Business Development Strategies*</td>
<td>Before March 8, 2017</td>
<td></td>
</tr>
<tr>
<td>IEDC Neighborhood Development Strategies*</td>
<td>Before May 3, 2017</td>
<td></td>
</tr>
<tr>
<td>IEDC Foreign Direct Investment (FDI) and Exporting*</td>
<td>Before July 5, 2017</td>
<td></td>
</tr>
<tr>
<td>IEDC Business Retention and Expansion (BRE)*</td>
<td>Before September 27, 2017</td>
<td></td>
</tr>
</tbody>
</table>

**Student rates are available for full-time students (12 or more credit hours). Please call Jay Boudreaux at 404-385-3514 for further information.**
I

cede Apprenticeship Development Strategies
April 20-21 | Atlanta | 1.15 CEUs

Explore the core aspects of entrepreneurial and small business development including value-add partnerships, technical assistance programs, financing, business incubation, and more.

Learn to:
- Identify and address the needs of entrepreneurs
- Define urban versus rural-focused entrepreneurial and small business strategies
- Manage technical assistance (e.g., economic gardening) programs
- Develop and manage business incubators
- Understand federal and state government resources (e.g., Small Business Development Centers)
- Finance programs including micro-lending, venture capital, and angel networks
- Create technical assistance tracking system to measure job growth and more

I

cede Foreign Direct Investment (FDI) and Exporting
August 17-18 | Atlanta | 1.15 CEUs

The first of its kind in Georgia, this course will teach you the core components to bring the world economy to your community’s front door.

Learn to:
- Understand why economic developers should pursue FDI
- Attract foreign investors by identifying targeted sectors to engage new businesses
- Facilitate exports in your community, with an emphasis on how existing federal and state programs can assist
- Execute business with foreign entities, from cultural differences to tax and financing issues

Important Note: Current CEcDs can take this course for recertification points. Those individuals looking to take courses in preparation for the Certified Economic Developer exam should look to our core and elective courses, as this course does not fulfill the professional development requirements.

I

cede Neighborhood Development Strategies
June 15-16 | Atlanta | 1.25 CEUs

Identify the major neighborhood actors, their objectives, and strategies for redevelopment using the case study method to complement the current neighborhood development theory.

Learn to:
- Establish an effective work relationship with various stakeholders
- Understand the process for creating a strategic economic development plan to meet the neighborhood development goals
- Examine social capital (e.g., linkages, networks, talent, etc.), environmental capital (e.g., stewardship, residual management, etc.), and economic capital (e.g., investment and reinvestment) facing distressed neighborhoods to offer solutions that address local needs

I

cede Business Retention and Expansion (BRE)
November 2-3 | Atlanta | 1.15 CEUs

Learn how to structure an effective system that responds to business concerns, while detecting the “red flags” that may indicate a company is looking to move elsewhere.

Learn to:
- Establish, maintain, and upgrade a BRE program
- Create effective models for business visitations and surveys
- Review Customer-Relationship Management (CRM) techniques
- Market a BRE program
- Establish an early warning system
- Exam Cluster and industry-focused BRE programs
- Track and analyze customer feedback and response
- Analyze quantitative and qualitative economic development metrics

“Georgia Tech provides a great learning environment, and also facilitates a great networking environment.”
- Niki Jones, Community Development Administrator at City of Greenville, NC

99% found that the material learned in class was beneficial for their current job
95% would recommend Georgia Tech Professional Education courses to colleagues
90% would return to Georgia Tech for future economic development courses

(Source: 2014/2016 Georgia Tech Professional Education Economic Development Satisfaction Survey)

I

cede Course Pricing

<table>
<thead>
<tr>
<th>Course</th>
<th>IEDC Members**</th>
<th>Before March 8, 2017</th>
<th>March 9 to April 19, 2017</th>
<th>After April 19, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEDC Entrepreneurial and Small Business Development Strategies*</td>
<td>$490</td>
<td>$630</td>
<td>$650</td>
<td></td>
</tr>
<tr>
<td>IEDC Neighborhood Development Strategies*</td>
<td>Before May 3, 2017</td>
<td>$640</td>
<td>$780</td>
<td>$800</td>
</tr>
<tr>
<td>IEDC Foreign Direct Investment (FDI) and Exporting*</td>
<td>Before July 5, 2017</td>
<td>$640</td>
<td>$780</td>
<td>$800</td>
</tr>
<tr>
<td>IEDC Business Retention and Expansion (BRE)*</td>
<td>Before September 27, 2017</td>
<td>$640</td>
<td>$780</td>
<td>$800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Non-IEDC Members</th>
<th>Before March 8, 2017</th>
<th>March 9 to April 19, 2017</th>
<th>After April 19, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEDC Entrepreneurial and Small Business Development Strategies*</td>
<td>$640</td>
<td>$780</td>
<td>$800</td>
<td></td>
</tr>
<tr>
<td>IEDC Neighborhood Development Strategies*</td>
<td>Before May 3, 2017</td>
<td>$640</td>
<td>$780</td>
<td>$800</td>
</tr>
<tr>
<td>IEDC Foreign Direct Investment (FDI) and Exporting*</td>
<td>Before July 5, 2017</td>
<td>$640</td>
<td>$780</td>
<td>$800</td>
</tr>
<tr>
<td>IEDC Business Retention and Expansion (BRE)*</td>
<td>Before September 27, 2017</td>
<td>$640</td>
<td>$780</td>
<td>$800</td>
</tr>
</tbody>
</table>

*IEDC discounts are available for members. Please see more on course webpages.
*Student rates are available for full-time students (12 or more credit hours). Please call Jay Boudreaux at 404-385-3514 for further information.

pe.gatech.edu/edev2017
### IEDC Entrepreneurial and Small Business Development Strategies
**April 20-21 | Atlanta | 1.25 CEUs**

Explore the core aspects of entrepreneurial and small business development including value-add partnerships, technical assistance programs, financing, business incubation, and more.

**Learn to:**
- Identify and address the needs of entrepreneurs
- Define urban versus rural-focused entrepreneurial and small business strategies
- Manage technical assistance (e.g., economic gardening) programs
- Develop and manage business incubators
- Understand federal and state government resources (e.g., Small Business Development Centers)
- Finance programs including micro-lending, venture capital, and angel networks
- Create technical assistance tracking system to measure job growth and more

### IEDC Foreign Direct Investment (FDI) and Exporting
**August 17-18 | Atlanta | 1.15 CEUs**

The first of its kind in Georgia, this course will teach you the core components to bring the world economy to your community’s front door.

**Learn to:**
- Understand why economic developers should pursue FDI
- Attract foreign investors by identifying targeted sectors to engage new businesses
- Facilitate exports in your community, with an emphasis on how existing federal and state programs can assist
- Execute business with foreign entities, from cultural differences to tax and financing issues

**Important Note:** Current CEcDs can take this course for recertification points. Those individuals looking to take courses in preparation for the Certified Economic Developer exam should look to our core and elective courses, as this course does not fulfill the professional development requirements.

### IEDC Neighborhood Development Strategies
**June 15-16 | Atlanta | 1.25 CEUs**

Identify the major neighborhood actors, their objectives, and strategies for redevelopment using the case study method to complement the current neighborhood development theory.

**Learn to:**
- Establish an effective work relationship with various stakeholders
- Understand the process for creating a strategic economic development plan to meet the neighborhood development goals
- Examine social capital (e.g., linkages, networks, talent, etc.), environmental capital (e.g., stewardship, residual management, etc.), and economic capital (e.g., investment and reinvestment) facing distressed neighborhoods to offer solutions that address local needs

### IEDC Business Retention and Expansion (BRE)
**November 2-3 | Atlanta | 1.15 CEUs**

Learn how to structure an effective system that responds to business concerns, while detecting the “red flags” that may indicate a company is looking to move elsewhere.

**Learn to:**
- Establish, maintain, and upgrade a BRE program
- Create effective models for business visitations and surveys
- Review Customer-Relationship Management (CRM) techniques
- Market a BRE program
- Establish an early warning system
- Examine Cluster and industry-focused BRE programs
- Track and analyze customer feedback and response
- Analyze quantitative and qualitative economic development metrics

### IEDC Course Pricing

<table>
<thead>
<tr>
<th>IEDC Members**</th>
<th>$490</th>
<th>$630</th>
<th>$650</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEDC Entrepreneurial and Small Business Development Strategies*</td>
<td>Before March 8, 2017</td>
<td>March 9 to April 19, 2017</td>
<td>After April 19, 2017</td>
</tr>
<tr>
<td>IEDC Neighborhood Development Strategies*</td>
<td>Before May 3, 2017</td>
<td>May 4 to June 14, 2017</td>
<td>After June 14, 2017</td>
</tr>
<tr>
<td>IEDC Foreign Direct Investment (FDI) and Exporting*</td>
<td>Before July 5, 2017</td>
<td>July 6 to August 16, 2017</td>
<td>After August 16, 2017</td>
</tr>
<tr>
<td>IEDC Business Retention and Expansion (BRE)*</td>
<td>Before September 27, 2017</td>
<td>September 28 to November 1, 2017</td>
<td>After November 1, 2017</td>
</tr>
<tr>
<td>Non-IEDC Members</td>
<td>$640</td>
<td>$780</td>
<td>$800</td>
</tr>
<tr>
<td>IEDC Entrepreneurial and Small Business Development Strategies*</td>
<td>Before March 8, 2017</td>
<td>March 9 to April 19, 2017</td>
<td>After April 19, 2017</td>
</tr>
<tr>
<td>IEDC Neighborhood Development Strategies*</td>
<td>Before May 3, 2017</td>
<td>May 4 to June 14, 2017</td>
<td>After June 14, 2017</td>
</tr>
<tr>
<td>IEDC Foreign Direct Investment (FDI) and Exporting*</td>
<td>Before July 5, 2017</td>
<td>July 6 to August 16, 2017</td>
<td>After August 16, 2017</td>
</tr>
<tr>
<td>IEDC Business Retention and Expansion (BRE)*</td>
<td>Before September 27, 2017</td>
<td>September 28 to November 1, 2017</td>
<td>After November 1, 2017</td>
</tr>
</tbody>
</table>

*IEDC discounts are available for members. Please see more on course webpages.
*Student rates are available for full-time students (12 or more credit hours). Please call Jay Boudreaux at 404-385-3514 for further information.

**Georgia Tech provides a great learning environment, and also facilitates a great networking environment.**

- Niki Jones, Community Development Administrator at City of Greenville, NC

99% found that the material learned in class was beneficial for their current job
95% would recommend Georgia Tech Professional Education courses to colleagues
90% would return to Georgia Tech for future economic development courses

(Source: 2014/2016 Georgia Tech Professional Education Economic Development Satisfaction Survey)

pe.gatech.edu/edev2017
50th Annual Georgia Tech Basic Economic Development Course
March 21-24 | Atlanta | 2.55 CEUs

The Basic Economic Development Course (BEDC) educates participants in the fundamentals and emerging concepts of comprehensive economic development. In 2017, Georgia Tech marks 50 years of being the first professional development step in the careers of over 3,100 economic developers from around the globe.

This year’s conference focuses on Economic Resilience: Building Capacity for Strong Communities. It will expose you to cutting-edge economic development trends that will help your community build for the future. Learn from some of the nation’s most dynamic economic development leaders as you satisfy the IEDC course requirements for Introduction to Economic Development.

American Planning Association members can earn nine AICP continuing maintenance (CM) credits (including 1.5 Ethics credits) for attending any Georgia Tech IEDC course, including the BEDC.

Course Topics
Each year the BEDC includes 10 core areas that create the strong foundation necessary for those new to the profession and a refresher for those with experience.

The 10 core areas are:
- Marketing and Attraction
- Business Retention and Expansion
- Entrepreneurial and Small Business Development
- Workforce Development
- Strategic Planning
- Community Development
- Economic Development Finance
- Real Estate Development
- Managing an Economic Development Organization
- Ethics

The Introduction to Economic Development manual is available for optional purchase during online registration. Limited manuals will be available on-site, so reserve your course manual when you register today!

Course Rate: $775

Hosted in the center of Technology Square, at the Georgia Tech Global Learning Center, you will be steps away from popular restaurants, shops, and landmarks. With easy access to public transportation, MARTA, and nearby hotels, Atlanta brings the BEDC experience full circle. Learn more about hotels, nearby restaurants, and attractions at pe.gatech.edu/bedc-thecenter.

Ready to register? Visit www.pe.gatech.edu/register4bedc.
50th Annual Georgia Tech Basic Economic Development Course
March 21-24 | Atlanta | 2.55 CEUs

The Basic Economic Development Course (BEDC) educates participants in the fundamentals and emerging concepts of comprehensive economic development. In 2017, Georgia Tech marks 50 years of being the first professional development step in the careers of over 3,100 economic developers from around the globe.

This year’s conference focuses on Economic Resilience: Building Capacity for Strong Communities. It will expose you to cutting-edge economic development trends that will help your community build for the future. Learn from some of the nation’s most dynamic economic development leaders as you satisfy the IEDC course requirements for Introduction to Economic Development.

American Planning Association members can earn nine AICP continuing maintenance (CM) credits (including 1.5 Ethics credits) for attending any Georgia Tech IEDC course, including the BEDC.

Course Topics
Each year the BEDC includes 10 core areas that create the strong foundation necessary for those new to the profession and a refresher for those with experience.

The 10 core areas are:
» Marketing and Attraction
» Business Retention and Expansion
» Entrepreneurial and Small Business Development
» Workforce Development
» Strategic Planning
» Community Development
» Economic Development Finance
» Real Estate Development
» Managing an Economic Development Organization
» Ethics

The introduction to Economic Development manual is available for optional purchase during online registration. Limited manuals will be available on-site, so reserve your course manual when you register today!

Course Rate: $775

Hosted in the center of Technology Square, at the Georgia Tech Global Learning Center, you will be steps away from popular restaurants, shops, and landmarks. With easy access to public transportation, MARTA, and nearby hotels, Atlanta brings the BEDC experience full circle. Learn more about hotels, nearby restaurants, and attractions at pe.gatech.edu/bedc-thecenter.

EMPOWER YOUR COMMUNITIES. ELEVATE YOUR CAREER.
As Georgia’s Economic Development Leader
50 Years of serving economic development leaders through innovative and relevant professional education courses.

Ready to register? Visit www.pe.gatech.edu/register4bedc.