51st Annual Georgia Tech Basic Economic Development Course
February 27-March 2  |  Atlanta  |  2.55 CEUs

The Basic Economic Development Course (BEDC) educates participants in the fundamentals and emerging concepts of comprehensive economic development. This year’s theme will be automation. The course will explore the opportunities and impacts of automation to your communities and workforce. 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 EDC 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

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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.

Over 50 years of serving economic development leaders through innovative and relevant professional education courses.

pe.gatech.edu/edev2018
This highly interactive course lets participants work in small teams to help understand the complexity of strategic planning and its challenges.

Learn to:
- Identify projects, strategy formation and implementation
- Set realistic benchmarks and measuring success
- Explore the use of dashboard indicators
- Define geography, competitive advantage and SWOT
- Determine vision, mission, goals and objectives
- Demand-side strategies and supply-side strategies

This course clearly articulates the eight stage process for real estate development and reuse.

Learn to:
- Assess community involvement and political feasibility
- Public, private and nonprofit financial modeling
- Understand the pro forma operating statement structure
- Calculate property valuation and capitalization rates
- Request for qualification/proposal process

This hands-on course will review the fundamentals of developing and implementing a high-impact marketing and attraction plan.

Learn to:
- Site selection techniques for fundamentals, including corporate strategies
- Identify target audiences using data-driven techniques
- Develop a community marketing plan and brand
- Garner internal and external support for the marketing campaign
- Engage social media and website design to target new markets
- Utilize Geographic Information Systems (GIS) to serve clients
- Benchmark, evaluate and monitor the marketing plan

“IEDC 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)

**IEDC Course Pricing**

<table>
<thead>
<tr>
<th>IEDC Course Discount Code</th>
<th>Before</th>
<th>March 8 - April 18, 2018</th>
<th>April 19, 2018</th>
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<tbody>
<tr>
<td>IEDC Economic Development and Strategic Planning</td>
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<tr>
<td>IEDC Real Estate Development and Reuse</td>
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Student rates are available for full-time students (12 or more credit hours). Please contact Jay Boudreaux at jay.boudreaux@pe.gatech.edu for further information.
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IEDC Economic and Strategic Planning
April 19-20 | Atlanta | 1.15 CEUs

The conference theme is “Inclusive Economic Development: Fulfilling Dreams.”

Concurrent sessions will be organized into five tracks:
- Reimagining Economic Development
- Growing From Within
- Widening the Circle
- Placemaking
- Pioneering New Opportunities

Learn more: https://www.iedcients.org/Atlanta/
Discounts available for Students and Honorary Life Members. Visit the above website for details.

IEDC Economic Development and Reuse
June 7-8 | Atlanta | 1.25 CEUs

This course clearly articulates the eight stage process for real estate development and reuse.

Learn to:
- Assess community involvement and political feasibility
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IEDC Economic Development Marketing and Attraction
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Non-IEDC Members $640 | $780 | $800
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May 4-June 6, 2018 | June 7, 2018
Before October 25, 2018 | October 25 - December 6, 2018 | December 7, 2018
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**IEDC Economic Development and Strategic Planning**

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**September 30 - October 3 | Atlanta**

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**Concurrent sessions will be organized into five tracks:**
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- Widening the Circle
- Placemaking
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