

OU EDI Schedule

Daily Breaks: 9:55 - 10:10 a.m. and 3:25 - 3:40 p.m.

Lunch: Noon - 1:30 p.m.

DAY: Saturday

8:00 a.m. - 6:00 p.m. **Advanced Studies** The OU/EDI / CEcD Review Course

DAY: Sunday

8:00 a.m. - Noon **Advanced Studies** The OU/EDI / CEcD Review Course (cont.)

1:00 - 1:55 p.m. **Orientation & Mentor Program** Session I Participants (Mandatory)

2:00 - 2:55 p.m. **Welcome & Opening Session** All Participants (Mandatory)

3:00 - 7:00 p.m. **EDO's Finance Marketing Entrepreneurship** Understanding People
Finance Lab
Effective Prospect Management
Financing Entrepreneurship Development

DAY: Monday

8:00 a.m. - 5:30 p.m. **Finance BRE** Deal Structuring (2-day)
Retention & Expansion

8:00 - 9:55 a.m. **Real Estate** Understanding the Land Development Process

10:10 a.m. - Noon **Real Estate** A. Infrastructure -OR-
B. Principles & Practices
1:30 - 5:30 p.m. **Real Estate** Land and Building Recycling

DAY: Tuesday

8:00 a.m. - 12:00 p.m. **Real Estate Finance** Land and Building Recycling (cont)
Deal Structuring (cont.)

8:00 a.m. - Noon **BRE** Workforce Development for Your Existing Business

1:30 - 5:30 pm **Real Estate** Land Development Lab

1:30 - 3:25 p.m. **BRE** Business Collaborations, Networks & Dislocations

3:40 - 5:30 p.m. **BRE** Retention & Expansion Case Study



DAY: Wednesday

8:00 a.m. - Noon	Strategic Planning EDO's Entrepreneurship	Strategic Planning Practices & Principles Managing and Evaluating an Effective Office Entrepreneurship Economic Development
8:00 - 9:55 a.m.	Marketing	Using Technology for Targeted Marketing & Research
10:10 a.m. - noon	Marketing	A. Evaluating Websites OR B. Measurement & Evaluation of Marketing Programs
1:30 - 3:30 p.m.	Strategic Planning	A. Smart Growth Principles for Strategic Planning OR B. Planning for Strategic Clusters
	EDO's Marketing Entrepreneurship	Establishing & Sustaining a Regional Organization Design of Electronic & Printed Marketing Materials Business Incubators and Accelerators
3:30 - 5:30 p.m.	Electives	Professional Issues Discussion Group OR Current and Future Workforce Issues OR Technology's Role in the Economic Development Office OR Economic Development Practicums - TBA

DAY: Thursday

8:00 a.m. - Noon	Marketing Strategic Planning Finance Entrepreneurship	Market Segmentation & Target Industry Studies Advanced Strategic Planning Theories Federal Tools Small Business Technical Assistance & Training
Noon - 12:30 p.m.	Graduation	
1:30 - 5:30 p.m.	Strategic Planning Marketing Elective	Strategic Planning Lab Effective International Business Development Strategies
1:30 - 3:25 p.m.	EDO's Marketing Elective Entrepreneurship	Community Leadership Organizing & Conducting International Trade Missions Technology Transfer and Innovation
3:30 - 5:30 p.m.	SP Elective EDO's	Asset Mapping Your Downtown Business District Politics & The Economic Developer