



TN Business Retention & Expansion Course
UT Conference Center
November 19-20, 2024

Tuesday, November 19 (Eastern Time)

9:30-10:00	Registration	Conf Room 406
10:00-10:20	Welcome & Introductions	Tintin Czach, TCEcD <i>UT Center for Industrial Services</i>
10:20-10:30	Course Overview	Laith Wardi, CEcD <i>ExecutivePulse, Inc.</i>
10:30-11:00	Business Retention & Expansion Overview	Laith Wardi
11:00-12:00	Prioritizing Your Customers in BRE/Lifeboat Exercise	Group
12:00-12:45	Lunch & Networking on-site	Conf Room 400B
12:45-1:30	Lifeboat Exercise – Revisited	Group
1:30-2:30	Global Business Trends	Laith Wardi
2:30- 2:45	Break	
2:45-3:45	BRE Objectives, Outcomes & Framework	Laith Wardi
3:45-5:15	Best Practices Panel: Practitioner’s Perspective	Mayor Joe Brooks, TCEcD <i>Claiborne County</i>
	Panelists: Wilson Myhre, Knoxville Chamber Kathy Price, Kathy Price Consulting Andy Wallace, TCEcD, Anderson County Economic Development Association	
5:15	Day 1 Wrap-up & Adjourn	
6:00	Optional Dinner Gathering	



Center for Industrial Services
INSTITUTE *for* PUBLIC SERVICE



TN Business Retention & Expansion Course
UT Conference Center
November 19-20, 2024

Wednesday, November 20 (Eastern Time)

7:00-8:00	Full Breakfast on-site	<i>Conf Room 404A</i>
8:15-8:30	Day 1 Recap & Announcements	<i>Laith Wardi/Tintin Czach</i>
8:30-9:30	Multi-Layered/Multi-Touch Outreach	<i>Laith Wardi</i>
9:30-10:00	Building Teams for BRE	<i>Laith Wardi</i>
10:00-10:15	Break	
10:15-12:00	Managing Customers for BRE, Developing Metrics, and using AI for BRE	<i>Laith Wardi</i>
12:00-12:15	Wrap-Up/ Final Comments/ Evaluation Forms/ Certificates	<i>Tintin Czach</i>



Center for Industrial Services
INSTITUTE *for* PUBLIC SERVICE