

Economic Response and Restart

Weekly Teleconference for EDOs & Local Leaders

Thursdays at 2:00pm PST

This Week: Rethinking Business Engagement and Practices in a Post-COVID Era

Thursday, June 4, 2020 - 2:00pm to 3:00pm PST

Now more than ever, economic developers need to understand the importance of engaging with existing businesses. Our communities are faced with unprecedented challenges from the pandemic that will result in long-lasting changes to economies and the economic development profession. COVID-19 has demonstrated a clear need to focus on creating the best possible business environment for existing businesses post-disaster.

Join us for this week's webinar, where we will provide expert advice and best practices on Business Retention and Expansion in a post-COVID era. We will explore what economic developers need to know and how to now engage with local businesses. What are the new tools for engagement, and how can we get the data required to determine the nature and extent of COVID-19 on commerce today and tomorrow.

Speaker:

Laith Wardi, President, ExecutivePulse

Laith Wardi, CEO, is President and founder of ExecutivePulse, Inc. He has worked in the economic development professional for over 21 years. Laith has comprehensive experience in business retention & expansion that includes one-to-one outreach to hundreds of value-added client companies, work as a resource provider, and 15 years of regional program management in his home state of Pennsylvania. During his tenure in economic development, he also worked in business incubation and provided small business mentoring services to entrepreneurs.



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Questions? Submit in advance to info@bceda.ca



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