

One-Day Strategic Learning Event

BY INVITATION ONLY

Brought to you by the High Country Workforce Development Board

BUSINESS ENGAGEMENT STRATEGIES FOR THE HIGH COUNTRY REGION



MAXIMIZING BUSINESS ENGAGEMENT

The High Country Workforce Development Board has strategically focused on providing learning events and technology solutions to support employers within our region. The focus of this highly interactive event is to continue our work to build partnerships in a collaborative environment and expand our region's portfolio of services resulting in long-term relationships with businesses. This event provides you with the opportunity to participate in a customer-centric framework that invites our partners in workforce, education, economic development, and chambers of commerce to collectively discuss and learn additional strategies that will maximize business engagement to grow our region.

Why attend?

This highly interactive event showcases models, frameworks and best practices to engage, grow and retain businesses in the region. Once registered, participants will take a short online survey prior to the event to help tailor the topics below. Toolkits & training materials provided, along with a continental breakfast and lunch.

Topics include:

- Identifying a regional network of assets to support and grow business & industry
- Implementing a Business Engagement Plan to support individual organizations and a collective regional network of business-facing organizations
- Long-term relationship building strategies for improving business engagement
- Establishing the right data sets for business engagement & regional services
- Branding and packaging regional assets to grow and retain businesses
- Collective consultative selling processes to maximize business engagement
- Harnessing the power of technology & B2B marketing
- Best practices from our region in business engagement
- Establishing a vision for collaborative business outreach, growth and retention.

About High Country Workforce Development Board:

The mission of the High Country Workforce Development Board is to help employers meet their workforce needs, help individuals build careers, strengthen the local economy, and meet the challenges of the global competition. We represent employers from a broad range of leading industries that need workers with the training, skills and dedication to produce important products and services for a global marketplace. For both, we help guide the efforts of public and community resources to enhance North Carolina's workforce capabilities.

Learning Event:

September 17, 2015 - 9:00 am – 5:00 pm

Location: The Learning Center & Northwest AHEC
at Boone Watauga Medical Center
336 Deerfield Road, Boone, NC 28607

RSVP by September 10, 2015 via this registration link:

<http://www.businessuonline.com/registration.php>

In the menu of courses, click on the title of the event:
NCWorks Business Engagement Boot Camp

To learn more about the event or need registration assistance, contact Business U: Christine Bosworth at (310) 800-3353 / Christine@Business-U.net

About BusinessU, Inc.

Strategy - Technology - Professional Development

Business U and its eUniversity specializes in three vertical markets: workforce development, education, and economic development to help these organizations better engage business and industry individually and collectively resulting in economic growth and jobseeker success.

Business U creates capacity and sustainability for these verticals through regional business engagement strategies, customer relationship management technology, and professional development learning events that result in attracting businesses as a partner (in sector strategies and work-based learning), as a customer (with business services), and as a funder (to invest and leverage).

Business U is a Prospective Authorized Provider of the International Association for Continuing Education and Training (IACET). IACET uses the ANSI/IACET Standard for Continuing Education and Training to support research on the learning process that includes nationwide experts to help companies, associations, and government agencies develop a framework for continuous improvement and an accredited, superior learning experience. For more information, visit: www.Business-U.net

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