



**Saskatchewan Economic
Developers Association**

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www.seda.sk.ca



Saskatchewan Economic Developers Association

SEDA MODULES & WORKSHOPS



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Developers Association**

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SEDA EDUCATIONAL TRAINING

The Saskatchewan Economic Developers Association (SEDA) has developed an introductory course for new economic development practitioners and volunteers on economic development boards and committees. This course is accredited by the Economic Developers Association of Canada (EDAC). These course credits are useful in obtaining professional certification in the field of economic development (an EcD).

The Introductory Course has been divided into four (4) modules. To qualify for credits from EDAC, all four (4) modules must be completed. They need not be taken in order.

Each module can be delivered as a stand-alone workshop. SEDA can provide insightful and relevant training to stakeholders in your community or region at a reasonable rate. Participants of previous workshops and training courses find tremendous value in the practical aspects of tools and techniques explained in each of the following modules.

Each module is approximately six (6) hours in length. The workshops are approximately three (3) hours. For a group of 15 and under, the price of a module or workshop delivery is \$2,000. Each additional 5 participants (up to a maximum of 40) is \$500.

**Consider sponsoring a workshop or
module in your community!**

Phone SEDA at (306) 384-5817

BENEFITS OF SEDA TRAINING

- ✓ SEDA Modules are recognized by the Economic Developers Association of Canada (EDAC), which means the course credits will be recognized not only across Canada, but in the United States & Europe.
- ✓ Completion of all four SEDA Modules will qualify as a credit to EDAC certification.
- ✓ Better understanding of economic development and what is required of a practitioner, volunteer or board member.
- ✓ Great networking opportunities!



COMMENTS:

"I enjoyed this workshop...speaker brought forward good examples..." - **Business Retention & Expansion Workshop**

"This is a very good introduction to economic development and also (and perhaps more importantly) a chance to think about economic development in my particular area of expertise and develop a wider network" - **Module I**

"Very topical and relevant to my area of work. Well presented and professional. Good real experiences were used." - **Module II**

Economic Development Education Opportunities



ARE YOU INTERESTED IN OBTAINING MORE INFORMATION ON SEDA'S EDUCATIONAL OPPORTUNITIES?

If so, please fill out the following tear-off form and return to :

**Saskatchewan Economic
Developers Association
Box 113
Saskatoon, SK S7K 3K1**

Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

COMMENTS:



The Saskatchewan Economic Developers Association (SEDA) provides educational support for those involved in economic development. The following modules are recognized by the Economic Developers Association of Canada (EDAC) and SEDA.

SEDA MODULES

SEDA Module I

Defining Economic Development

Topics Include:

- Introduction & Overview
- Economic Development Defined
- The Context for Economic Development (Community & Business)
- Practicing Economic Development

SEDA Module II

Basic Skills in Economic Development

Topics Include:

- The Role of Economic Developers
- Personal Skills in Economic Development
- Economic Development Basics
- Professional Skills in Economic Development
- The BIG Picture



SEDA Module III

Issues in Economic Development

Topics May Include:

- Business Attraction
- Community Development
- Business Retention & Expansion
- Downtown Development
- Partnership Development
- Investment Attraction
- Event Planning
- Information Management
- Tourism Development
- Fundraising
- Project/Business Development
- Aboriginal Economic Development
- Sector Specific Topics

SEDA Module IV

Facing the Future with an Economic Development Plan

Topics Include:

- Economic Development Planning
- Planning on the Ground - Getting the Background Information
- The Economic Development Plan
- Marketing
- Working with Consultants

MODULE & WORKSHOP FEES

For a group of 15 and under, the price of a module or workshop delivery is \$2,000. Each additional 5 participants (up to a maximum of 40) is \$500.

SEDA WORKSHOPS

Project Development Workshop

Topics Include:

- * Project Identification & Qualification
- * Project Management
- * Retaining Legal Services
- * Project Planning
- * Pre-Feasibility Analysis
- * Feasibility Study
- * Business Plan Development
- * Incorporation
- * Financing
- * Implementation
- * Post Project Review

Business & Investment Attraction: Are you Ready?

Topics Include:

- * Setting the Context for Business Attraction & Investment in Your Community
- * Business & Investment Attraction: Moving from Reactive to Proactive
- * Tools & Tips for Landing the Deal

Business Retention & Expansion

Topics Include:

- * BR & E - Reasons & Rationale
- * Communicating Purposes of BR & E
- * Step by Step Through the Process
- * Determining the Scope of the Program
- * Identifying Available Resources
- * Acting of Resulting
- * Repeating the Cycle