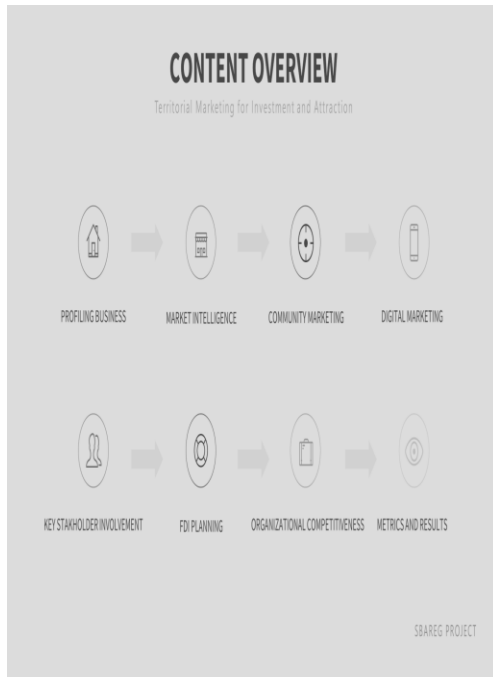


Certificate Program

DIGITAL TERRITORIAL MARKETING



Guillermo Mazier has served as a consultant and lecturer with the Inter-American Development Bank, the University of Waterloo, the U.S. Department of Commerce, and the International Economic Development Council, teaching thousands of economic development professionals, civic leaders, and community boards. Mr. Mazier is a Co-author of the first and only research papers on economic development performance. Guillermo is a sought after industry speaker and contributor on Forbes magazine



- ❑ *Attracting investment and jobs is highly competitive -being prepared creates a competitive advantage.*
- ❑ *Company decision-making timeframes are getting shorter*
- ❑ *Communities need to be prepared with strategies and tactics that help better serve their targets*
- ❑ *Through advances in technology and the increased availability of information about communities, companies now have the ability to make their own corporate location decisions with their own process, without contacting the state or local economic development officials*
- ❑ *There have been estimated about 750,000 corporate relocations per year*
- ❑ *Enable your region to take advantage of these opportunities and attract business to your community*

For more information about the program contact: office@eeds.eu