Ontario East Sector Partnership Program

Working Collectively To Attract Investment

Lead Generation Activities

Gillian Hatton
Business Development Consultant

ONTARIO EAST ECONOMIC DEVELOPMENT

www.ONTeast.com

Lead Generation Activities

Sector Lead Generation Plan Development

Presentation Overview

- **Lead Generation Activities**
  - **Planning, execution, management**
- **Operating Environment 2008/9**

Lead Generation Activities
Sector Lead Generation Plan Development

Translate Research and analysis into Opportunities

- Underpinned by:
  - Sector research studies
  - Discussions with sector leads
  - Sector knowledge input
  - Market intelligence
  - Economic and social trends
  - Leveraging Ontario East's strengths
- Continuous refinement
- Objective - **Opportunity identification**

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Sector Lead Generation Plan Development

Opportunity identification

Sector program focus

- Niche markets
- Emerging sub-sectors - growth/opportunity areas
- Related industries
- Technologies associated with the target sectors
- Draw on Ontario East's strengths
- Geography: efforts focused on Canada, US

Lead Generation Activities

Marketing Support – Opportunity Facilitation

- Awareness generation campaigns - Eastern Ontario as a location for target sectors
- Event Sponsorships
- Online marketing – Website, Newsletters - website sign up, brochures online, pod-casts etc.
- Multiplier relationships – Federal & Provincial government agencies, association memberships, Centres of Excellence, Universities
- Sector selling messages

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Sector Lead Generation Plans

Opportunities to Prospects

Platforms

- Trade Show, networking, events/seminars

Development

- Custom lists and campaigns

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Sector Lead Generation Plans

Trade Shows, networking, events/seminars

- Events calendar developed in conjunction with sector teams
  - Canada wide, US
  - GTA program
- 6 months/12 months rolling program
- Merits of attendance always evaluated
- Refinement - events added/deleted

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Sector Lead Generation Campaigns

Pre-show activity
Trade Show, networking, events/seminars

- Evaluation – **prospects** - exhibits, speakers, potential attendees
- Holistic approach – multipliers, show location considered but secondary to prospects
- Mail out, follow up, determine interest, set up meetings
- Pre-meeting notes/briefings on each prospect
- Trade show guide notes for walking the floor
- Action plan provides focus for delivering results

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Sector Lead Generation Campaigns

Post-show activity

Trade Show, networking, events/seminars

- **Reinforcement** – contact with attendees where appropriate
- **Follow up -** leads
- **Market intelligence gathering –** conversations, material at show/conference
- **Evaluation**

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Sector Lead Generation Campaigns

Develop Opportunities – Custom campaigns

Target companies drawn from:

- Sector specific regional, national and international associations
- Business associations
- Sector directories and business directories (online/offline)
- Online social networking tools
- Exhibits lists - Sector Networking Events and Trade shows.
- Ongoing Market intelligence gathering
- Commercial lists – try to avoid

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Sector Lead Generation Campaigns

Develop Opportunities – Custom campaigns

- Flexibility - mechanism to capitalize on opportunities
- ‘Early bird’
- Campaigns vary in size and scope
- Ad hoc – single company
- Can be linked to trade show attendance

Lead Generation Activities
Sector Lead Generation Campaigns

Develop Opportunities – Custom campaigns

- Mail out, follow up, determine interest, set up meetings
- Pre-meeting notes/briefings on each prospect

Lead Generation Activities

Lead Generation Management

CRM System in Progress

- **Campaign documentation**
  - Spreadsheet - All companies contacted -outcomes are recorded – interested, not interested
  - Individual records – Leads (denoted as 'warm' 'hot' etc)
  - Companies expressing 'not now' interest entered as 'cool' leads for continued contact as documented.
  - Companies requesting more information
  - Reference point for team's future contact with companies
  - Email copy
  - Activities – email and phone call follow ups
- **Conversion from lead to an account**
  - Hand over to EDO when a meeting is secured – account manager
- **Evaluation Tool**

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Operating Outlook – 2008/9

Global Economic Context

- Conditions will become tougher in the short term
- OECD - US, Euroland, Japan expected to remain sluggish
- Protracted weakness in the U.S. economy
- Global inflation rising significantly - earlier sharp increases in energy and food
- Uncertainty in financial markets
- Real effective exchange rates have been adjusting
- Commodity prices have recently ceased rising
- OECD short-term forecasting models point to weak activity through to year end.
- All impacting Canada

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Operating Outlook – 2008/9

Investment Attraction – Global Context

- **FDI slowdown** - The U.S. is Canada's largest foreign investor.
- End of 2007, U.S. foreign direct investment - $289 billion - about 59% of total FDI (Statistics Canada)
- Economist Intelligence Unit/Columbia Program on International Investment (CPII), predicts modest and temporary decline in global FDI inflows in 2008
- Credit crunch effect - slowing mergers and acquisitions (M&As) activity, before a resumption of **steady growth in 2009-11**
- Emerging markets increasing share of FDI
- Outward investment by **leading emerging markets** is likely to continue to gain in importance

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Operating Outlook – 2008/9

Domestic Economic Context

- Canada is not immune from the **global economic slowdown** - narrowly averted a technical recession
- Economy showing effects of U.S. downturn
- Bank of Canada GDP Forecast - 1.0per cent in 2008, 2.3per cent in 2009, and 3.3per cent in 2010
- Turbulent times

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Operating Outlook – 2008/9

Canadian dollar

- Short term downward pressures (0.9398)
- Mounting evidence of slowing growth in major economies led to a significant decline in commodity prices
- Some economists expect commodity prices to fall by 20% over the next 12 months and the Canadian dollar might weaken to 91 cents later this year
- Long term - continued upward pressure on the Canadian dollar due to global trends

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Domestic Economic Context

Business

- Effects of past appreciation of the Canadian dollar dissipate
- Business can no longer rely on low Canadian dollar to be competitive
- Ability to compete under current conditions – real concern
- Weak export markets
- Cost pressures - high fuel prices

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Operating Outlook – 2008/9

Labour market

- Added 15,000 new positions, after shedding 55,000 jobs in July.
- Manufacturing sector 300,000 jobs lost since 2000 – 14,000 since the start of this year.
- First eight months of 2008, employment increased by a flat 0.5 per cent compared with the same period last year.
- In July widespread job losses - 8 of 16 sectors and 6 of 10 provinces. Central Canada felt the brunt of the losses
- Western Canada hit, significant declines in AB and SK.
- Longer term: labour shortages in Western Canada will hamper growth
- Impending mass exit from Labour market

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Domestic Economic Context

Consumer

- Demand - slowed modestly but remains strong
- Feeling the pinch – food, fuel prices, housing market
- Buying habits
  - Smaller, fuel efficient cars
  - Discount stores – Price Chopper, No Frills etc.
  - Generic brands
- Lifestyle changes – green, health conscious

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Operating Outlook – 2008/9

Political Environment

- The Economy key focal point in Election
- Opportunity for debate on a range of issues affecting Canada's prosperity
- John Deere closure - Ford Motor Co. to receive up to $80-million
- First direct cash given given to auto makers since taking power.
- More economic intervention to follow to stimulate competitiveness and productivity ?
- Conservatives propose to reduce federal corporate income tax rate from current 19.5 per cent to 15 per cent by 2012.
- Some see foreign inward investment as growth mechanism - more receptive to investment by multinational companies
- Change in relative 'wealth of provinces' – 20 key ridings in Ontario

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Operating Outlook – 2008/9

Other Issues

- **Global warming** - the world is taking a new look at nuclear energy
- **Environment,** 'Green' policies
- **Food Safety concerns** – more regulations on the way

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Operating Outlook – 2008/9

Age of Uncertainty

- Profound changes have been relatively recent
- Shifting global balance of power – rise of BRIC nations
- Global demand for commodity prices
- Strength of the dollar
- Change in relative 'wealth of provinces'
- Effects still to play out
- Change always brings new opportunities