

Making Atlanta Great Again (in the eyes of corporate relocations)

Thursday, March 29, 2018

REIAC SE 1st Quarter Event

Thursday, March 29, 2018, 5:00 pm

InterContinental Buckhead Atlanta

Making Atlanta Great Again (in the eyes of corporate relocations)

[Online Registration Open](#)

"Alexa, tell me where Jeff Bezos is putting down his next Headquarters?"



With Amazon's HQ2 search as the talk of the town, what exactly is Amazon, or any large corporate employer, looking for when seeking new digs?

Join REIAC and our panel of industry experts as we explore:

- Where does metro Atlanta shine, and what needs improvement?
- What factors brought Mercedes Benz to Atlanta?
- How has social media changed the dynamics of corporate site selection?
- What financial incentives does the Atlanta MSA have to offer up?
- And is there a risk of backlash, i.e., when does it become too much? (see: Cobb County's now-unemployed politicians...)
- Blue state vs. Red state, and does it even matter?
- Should we realistically plan on putting out the welcome mat soon for Mr. Bezos?

Confirmed Panelists:

- **KC Conway**, Chief Economist for CCIM, ACRE Director of Research & Corporate Engagement and author of *Amazon HQ2: A Reset Button for Site Selection*
- **Rob Metcalf**, International Director for JLL, and lead relocation manager for Mercedes Benz
- **Al Nash**, CEO, Development Authority of Fulton County
- **Eloisa Klementich**, CEO of Invest Atlanta

Other panelists to be announced soon.

Please join us for this unique gathering. As always, an open bar and an array of food will be provided. We thank our generous sponsors for their ongoing support: Aprio; ATC Group Services LLC; CoStar Group; Crown Advisors; Dentons; First American Title Insurance Co.; and KeyBank Real Estate Capital. [Make your reservations now!](#)

Best Regards,

Jerry Monash, CCIM

REIAC SE President

Paul Berry

Program Chairman

Bill Leffler

Program Organizer

Sharon Gay

Program Organizer

Lissette Rivera-Pauley

Program Organizer

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