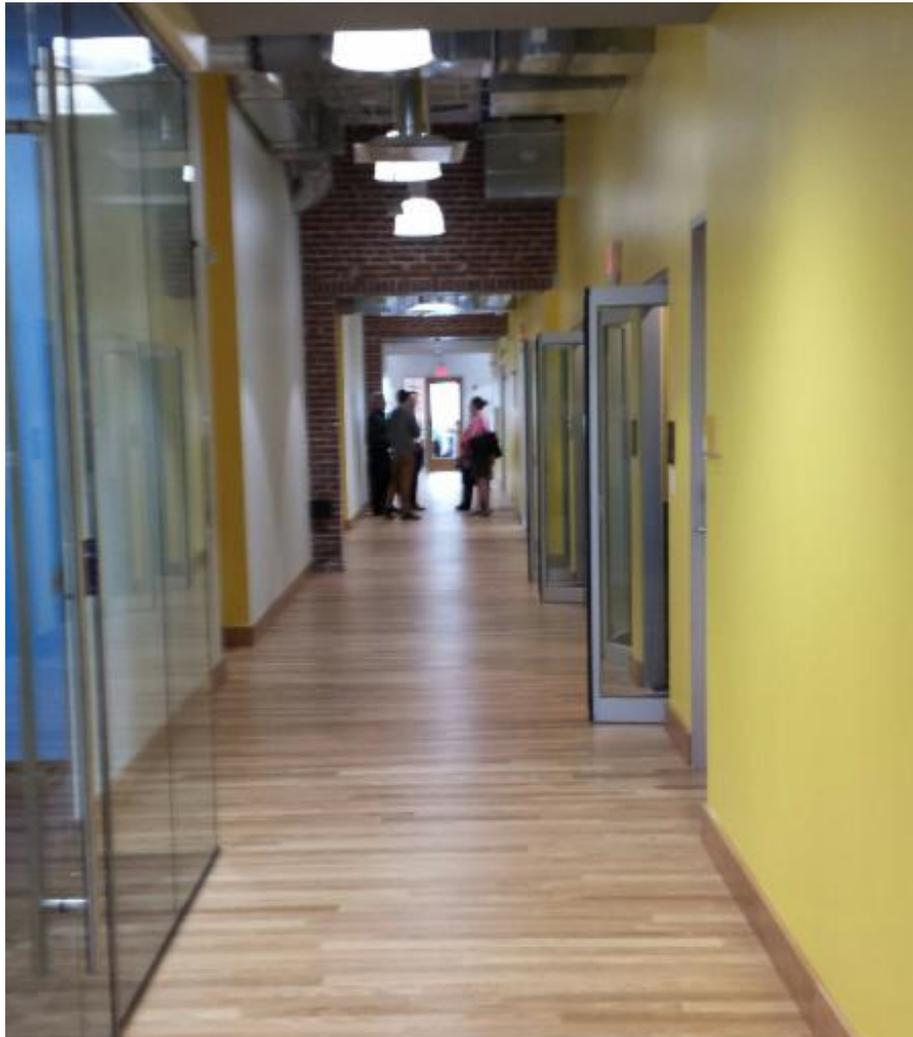


As I See It | Get Familiar with the Benefits of Fam Tours

By Janet Ady, President/CEO Ady Advantage

'Tis the season for familiarization, or "fam," tours. There's a reason why these are so popular among communities, regions, and states of all sizes. The best fam tours not only build relationships with site selectors and business decision makers - they can also help you learn a lot about your community. It's that second reason that most frequently pays dividends for even the most seasoned ED professionals.



As a refresher, a "fam" tour is when a community, region or state hosts specific business decision makers (usually site selectors) on site at their location for one to three days. While there is no single formula for success, they usually combine social events and business topics, including touring available sites and buildings, showcasing local ED programs, and meeting local business leaders.

This is not a primer on how to put together a fam tour (a topic for another day), but rather a reminder to get the most out of what can be a significant investment. It's refreshing to get the fresh perspective of experts from outside your region. Ask the visitors, in small groups, what surprised them during their visit and what questions were left unanswered. In my experience, there are at least a couple of important differentiating aspects to the region that are uncovered. ([Read more.](#))

LAST THREE BLOG POSTS

[As I See It | Position Yourself to Win](#)

[As I See It | Regionalism Is Here to Stay](#)

[As I See It | Readiness and Alignment are the Antidote to Risk, or, "DIRT IS NOT A SITE!" and other Site Selector Truisms](#)

How can we help you meet your goals? Contact Janet at jady@adyadvantage.com, call 608.663.9218, or connect on [LinkedIn](#).

We look forward to hearing from you!

Ady Advantage Services

Ady Advantage (formerly Ady Voltedge) is a comprehensive and integrated economic development and site selection consulting firm. Our clients include more than 300 economic development organizations, for which we provide support on the full range of needs, including economic strategy, market differentiation, and implementation. Our corporate services focus on helping manufacturers and other sectors grow their businesses through an integrated solution set that includes various components, including facility expansion.

Our focus on both sides of the economic development equation is unique. It gives us important insight into the perspectives, challenges, needs, and sensitivities of site selectors and economic development organizations alike, bringing added value to both.

