



Explore your Export Potential Workshops

Free to attend

See overleaf for programme details

This dynamic one day workshop and conference offers London-based small and medium-sized businesses the opportunity to take some practical first steps in engaging with markets overseas.

It is designed to answer the important and immediate questions faced by both service and 'product' businesses in the early stages of developing international trade.

Academic research confirms that firms doing business overseas are more productive than non-exporters, achieve stronger financial performance and are more likely to stay in business.

Did you know?

- Companies are **11 per cent** more likely to survive if doing business overseas
- **29 per cent** of companies trading overseas significantly increase the commercial life span of their product or service
- **44 per cent** of businesses trading overseas significantly improve their profile or credibility
- **44 per cent** of companies active abroad report an increase in turnover

58 per cent of entrepreneurs said exporting has led to levels of growth not otherwise possible



Dates & Venue

Venue - Central London

- Tuesday 14 January 2014
- Thursday 20 February 2014
- Tuesday 11 March 2014
- Thursday 10 April 2014

Who should attend?

Do you:

- want to find profitable growth for your business?
- believe you have a product or service with the potential to sell overseas?
- have the ambition to push forward into new markets?

Eligibility

If you are a London-based business which hasn't exported or is in the early stages of developing its exports and you can answer yes to the above three questions then this workshop will be time well spent.

Book now

Places onto these workshops are limited and will be subject to eligibility, to register your interest please go to:

<http://learningimpact.co.uk/prepareforexport/>

By registering for this event you accept the following terms and conditions:

Places are free of charge, however if we do not receive at least 3 working days' notice of cancellation in order for us to re-allocate your place to a client on the waiting list, we reserve the right to charge £50 + VAT to cover venue and catering costs.





Prepare Your Business for Export - Programme

09:00 Welcome and Plenary 1 - The Export Opportunity

09:30 **Parallel Workshops Session One** (Choose from the following below)

Your International Offer (service companies): Find added value for an overseas customer

Market Research on a Budget: Low-cost early stage market research

Your Ideal Market: Identify the most profitable overseas markets for you

The Road Ahead: Understand the decisions exporters make on their export journey & the support available

10:30 Tea/Coffee

11:00 Plenary 2 - Case Study Speaker: Getting Started

11:30 **Parallel Workshops Session Two** (Choose from the following below)

The Road Ahead: Understand the decisions exporters make on their export journey & the support available

Protect Your Intellectual Property: Act now to avoid problems downstream

Your International Offer (product companies): Find added value for an overseas customer

Communicate Effectively Overseas: Overcome language & cultural barriers; your website & other marketing

12:20 **Parallel Workshops Session Three** (Choose from the following below)

Protect Your Intellectual Property: Act now to avoid problems downstream

Market Research on a Budget: Low-cost early stage market research

Communicate Effectively Overseas: Overcome language & cultural barriers; your website & other marketing

e-commerce as a Route to Market: Take advantage of a growing opportunity

13:15 Lunch

14:15 **Parallel Workshops Session Four** (Choose from the following below)

Organise your Ideas: Plan to overcome key challenges for your business

Free up Resources: Create the resource to succeed with your plan

Maximise your Profit: Approach pricing & costing issues in overseas markets with confidence

e-commerce as a Route to Market: Take advantage of a growing opportunity

15:15 Tea/coffee

Plenary 3 - Help available; Early Exporter Programme

16:15 Close

