

How to Maximise your International Reach

Exhibiting Skills Seminar



Thursday 3 March 2011, 09:30 - 17:00

The Tower, Guoman Hotels, St Katharine's Way, London E1W 1LD

Exhibiting at a trade show can provide you with one of the most effective opportunities to get in front of potential and existing clients, showcase your product or service and win new business. By attending overseas exhibitions you are able to diversify your market and access potential new business opportunities.

UK Trade & Investment (UKTI) London International Trade, in partnership with Greater London Enterprise (GLE), are hosting a seminar designed to help London companies develop a creative and effective approach to make the most out of international opportunities such as exhibitions. Come and find out how to propel your company internationally by learning skills that will help you to present and pitch your company effectively in the high impact environment of international exhibitions.

Seminar agenda:

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| 09:30 - 10:00 | Registration and Coffee |
| 10:00 - 11:30 | Introduction: Essentials of International Trade: Steve Exon, Export Consultant, SK Consultancy <ul style="list-style-type: none"> • How to export and the role of international exhibitions • How to choose where to exhibit |
| 11:30 - 11:45 | Break |
| 11:45 - 12:15 | Funding Your Ambitions: How UK Trade & Investment Can Help You: Gail Williams, UKTI International Trade Adviser, UK Trade & Investment London International Trade Team |
| 12:15 - 12:45 | The Export Communications Review: Joanne Alexander-Sefre, Export Communications Consultant, The British Chambers of Commerce |
| 12:45 - 13:30 | Networking lunch |
| 13:30 - 14:30 | Get Noticed: Presentation At Exhibitions: Sue Fraser, Visual Merchandising Trainer and Presenter, SFVM Display Training <ul style="list-style-type: none"> • Increase your visual awareness and get noticed • Present products effectively for selling |
| 14:30 - 14:45 | Break |
| 14:45 - 16:15 | Increase Your Sales From Exhibitions: Bill Blakemore, Partner, The PEP Partnership LLP <ul style="list-style-type: none"> • How to make the right first impression and delivering your USP • How to follow up a meeting with a buyer |
| 16:15 - 16:45 | Case study: Maria Brosnan, Managing Director, Day One Productions |
| 17:00 | Close |

Closing date: Friday 25 February 2011

Cost: This is a free event

To book your place:

To secure your place please contact Delia Morick at:

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UK Trade & Investment is the Government department that helps UK-based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK's economy. For more information, visit www.ukti.gov.uk/london.



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