

How to maximise your international reach

Exhibiting skills seminar



25 March 2010, 09:30-17:00
Prospero House, 241 Borough High Street, London SE1 1GA

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 even more and access potential new business opportunities.

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

Seminar agenda:

09:30-10:00	Registration and coffee
10:00-11:30	Introduction: Essentials of international trade, <i>Steve Exon</i> <ul style="list-style-type: none"> • How to export and the role of international exhibitions • How to choose where to exhibit • Planning the exhibition (including timescales etc) • Logistics e.g. freight forwarding and legalities of bring in goods
11:30-11:45	Break
11:45-12:30	Funding your ambitions: how UKTI can help you
12:30-13:30	Networking lunch
13:30-15:00	Get noticed: presentation at exhibitors, <i>Sue Fraser</i> <ul style="list-style-type: none"> • Increase your visual awareness and get noticed • Present products effectively for selling
15:00-15:15	Break
15:15-16:45	Increase your sales from exhibitions, <i>Pippa Blakemore</i> <ul style="list-style-type: none"> • How to make the right first impression • Delivering your USP at an exhibition • How to follow up a meeting with a buyer
16:45-17:00	Case study
17:00	Close

Closing date: Monday 15 March 2010

To book your place:

Please contact Zoe Williams at:

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UK Trade & Investment is the government organisation that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK economy. Visit our website and register to find out more www.ukti.gov.uk.