



Making the most of International Trade Shows *Improving your international ROI*

Participation in an international trade show can be one of the most productive ways to discover opportunities in a foreign market. There is no replacement for meeting and having first-hand contact with serious, potential clients from around the world. **IS YOUR COMPANY READY?**

This workshop covers:

- How to identify opportunities as well as hurdles
- Knowing when, how, and why to exhibit
- Key Actions for effective planning of pre-show and post-show management
- Resources to help with research and making connections
- Planning earning goals and expectations
- Upcoming trade delegations organized for Michigan companies
- Eligibility for grants to help pay for international marketing expenses

Workbook and presentation provided by SPROUTwide

9:30-11:30am

Wednesday, August 2nd, 2017

Northern Lakes Economic Alliance

1313 Boyne Avenue

Boyne City, MI

Event Info & Registration:

anne.helbig@networksnorthwest.org or

231.929.5046

Receive a workbook with a timeline planning guide:

Participants will receive a work-booklet focused on developing a strategic plan for identifying and approaching international trade shows and considerations on how to bring sustainable success from the investment.

*This seminar is offered at no charge but
registration is required!*