

THE BESA EXPORT TRAINING PACKAGE

Whether you are new to exporting or you're looking to expand and grow your existing export business, this series of online workshops will provide you with in-depth insight and guidance to help you achieve success.



Available to purchase and attend individually, or as a discounted package, each workshop will be a deep dive into a specific topic. Limited to 10 delegates per workshop, it will be a really hands-on session with plenty of opportunities to ask questions and get direct feedback from the speaker. The workshops will be run by Steve Whitley, a seasoned company director with over 20 years exporting experience.



Introduction to Exporting – How to Get Started

16th February, 9am – 12pm £100 for BESA members £145 for non-members

Prepare your company to export with this introductory workshop. Join the session to understand:

- › how to ensure whole-company buy-in of your decision to export
- › what parts of your business will be affected
- › how to create an export plan
- › when and how to amend your strategy to meet the changing global situation presented by COVID-19
- › where to find guidance and support



Book your place

Register for the Export Training Package today. Whilst we recommend that you attend the sessions live to enable you to ask questions, they will be recorded so you can watch them later if you can't make the specified time.

Book all four workshops:

SAVE 10%

Single workshop:

£100 for BESA members **£145** for non-members

Researching and Selecting New Export Markets

16th February, 2pm – 5pm £100 for BESA members £145 for non-members

This workshop will explore how to identify and quantify an export opportunity for your business. It will cover:

- › where to find information on potential markets
- › where the current hotspots are
- › making the most out of scoping visits
- › leveraging trade exhibitions and DIT Missions
- › evaluating potential market opportunities
- › considerations for during COVID-19



Finding and Working with Distributors and Agents

23rd February, 9am – 12pm £100 for BESA members £145 for non-members

Understand how to select a network of partners to help grow your business internationally. Join this workshop to understand:

- › the difference between distributors and agents and which one is right for you
- › how to evaluate a potential partner
- › the best way to maintain communication
- › how to deliver product training and set sales targets.
- › the good, the bad and what to watch out for when it comes to tender-based sales



Selling to International Schools

23rd February, 2pm – 5pm £100 for BESA members £145 for non-members

The International Schools market continues to grow and is expected to rise to over 16,000 schools by 2028. In this workshop, we'll examine:

- › the huge potential for this market
- › where International Schools are located and how to reach them
- › choosing a region for your export focus
- › the differences between UK state schools and International Schools
- › what motivates International Schools to purchase
- › how to develop an effective international marketing strategy
- › the effects of the pandemic and the adjustments that need to be made



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