

Export seminar:

Selling to overseas markets & preparing for an exhibition

The seminar is free, however if a booked space is not taken up or if there is a no-show on the day without 48 hours notice, by signing up to this event you agree to pay a £25 cancellation fee which will be invoiced to you. Booking is required.

Monday 21 June 2010, 10.00am to 4.00pm
Westminster Conference Centre
1 Victoria Street
London SW1H 0ET

This seminar is largely aimed at companies new to export or interested in taking part in international exhibitions. The session will offer practical advice on how to develop an export strategy and signpost participants to the support available to them from BESA as well as outside agencies such as UK Trade & Investment.

The seminar will also offer advice in how to make the most of international events, how to prepare for them and the dos and don'ts of international exhibitions.

This will be a good opportunity to meet BESA's international team and learn in detail about the range of services we provide, as well as hear case studies from outside speakers 'who have done the business'. Also you will have the opportunity to hear about our international forthcoming events: Worlddidac India in September 2010, BES Asia and Worlddidac Basel in October 2010 and GESS in March 2011.

A light lunch will be provided, during which you will be able to network with other delegates.

We anticipate this seminar being popular, so please complete and return this booking form if you wish to attend.

Yes, I will attend the 21 June event entitled:

Export seminar - Selling to overseas markets & preparing for an exhibition

Dietary requirements:

Name:

Company:

Position:

Email:

Signature

Please fax back to Mariama Gerard on 020 7537 4846



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DRAFT PROGRAMME

- 9:45 – 10:00** **Registration**
- 10:00 – 10:15** **Welcome & Introduction**
William Prieto-Parra
- 10:15 – 10:45** **UKTI's Support Services for exporters**
Graham Snape – International Trade Adviser
- 10:45 - 11:15** **Thoughts on how to build an education export business**
Neville Hudson - Gragnell's
- 11:15 – 12:00** **Accessing the International schools market**
Nicholas Brummitt - ISC research
- 12:00 - 13:00** **Lunch**
- 13:00 – 13:20** **Getting ready for an Exhibition**
Speaker TBC
- 13:20 – 13:50** **Worlddidac India**
Speaker TBC
- 13:50 – 14:20** **BES Asia**
William Prieto-Parra & Rhona Greenhill
- 14:20 – 14:40** **Coffee Break**
- 14:40 – 15:10** **GESS**
Melissa Blakeley & Rhona Greenhill
- 15:10 – 15:30** **Worlddidac Basel**
Mariama Gerard

End of Programme