

# Global Business Club of Mid-Michigan

## Preparing for Trade Shows & New Client Meetings: Creating That Perfect Pitch

Tuesday, December 5, 2017 – 8:30am-2:30pm  
MSU Henry Center – 3535 Forest Road - Lansing

You have just seconds to get someone's attention, and perhaps minutes to win them over to your way of thinking. Whether you are attempting to get an investor's attention or convince a potential customer or overseas partner to give you a second look, your business pitch is everything. This workshop will get you there.

Who should attend: Those preparing for a trade show, networking event, VC pitch, or unexpected growth opportunity

8:30–9:00 a.m.

**Registration & Networking**

9:00–9:10 a.m.

**Welcome & Introduction of Presenter**

Jade Sims, International Trade Specialist, MSU Int'l Bus Center  
Neil Sheridan, President, SVPI

9:10–10:30 a.m.

**Defining Your Value Proposition**

**What to Include and Exclude**

**Creating a Follow-Up Strategy**

10:30–10:40 a.m.

**BREAK**

10:40–12:00 p.m.

**Working Groups to Create Pitches**

12noon–1:00 p.m.

**Lunch (working)**

1:00–2:00 p.m.

**Presentation of Business Pitches**

2:00–2:30 p.m.

**Presentation of Winning Pitch & Closing Remarks**

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\$35 registration fee includes continental breakfast and lunch.

[www.GBClub.msu.edu](http://www.GBClub.msu.edu) - 517.353.4336 – check us out on social media:



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