

Offered by
Global Business Club of Mid-Michigan
with MDARD's International Marketing Program



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 and multipliers from around the world. Successful time-line planning and international considerations are key to experiencing a successful investment return.

IS YOUR
COMPANY
READY?



Bonus Opportunity with Luncheon Keynote Speaker from
DR. JOHN'S HEALTHY SWEETS, the 2018 Michigan AG Exporter of the Year

EVENT AGENDA

- 8:00 a.m. *Registration, Networking & Continental Breakfast*
- 8:30 a.m. *Welcome*
Jade Sims, MSU International Business Center
Jamie Zmitko-Somers, MDARD International Program Director
- 8:45 a.m. *Know Before You Go: Legal Essentials*
Jean Shtokal, Foster, Swift, Collins & Smith PC
- 9:30 a.m. *WORKSHOP: Market Evaluation, Product Fit, Show Selection, Strategic Partnerships, Knowing Numbers, Culture & Marketing, Dedicating Staff, and Timeline Creation*
Laura Deierlein, SPROUTwide LLC
- 12:00 noon *Luncheon Keynote – Michigan's AG Exporter of the Year*
Dr. John's Healthy Sweets

Fee includes a WORKBOOK & TIMELINE PLANNING GUIDE:

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

THURSDAY, FEBRUARY 14, 2019

8:00 a.m. – 1:30 p.m.

313 South Washington Sq., Lansing, MI

\$40 includes materials, breakfast & lunch



Pre-registration is required:
www.GBClub.msu.edu

517.353.4336
check us out on social media



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