



international breakthrough



International Breakthrough is a 4 day peer learning programme that gives companies a clear and actionable international growth plan to maximise your business potential overseas

HOW INTERNATIONAL BREAKTHROUGH CAN HELP YOU:

To attend and exhibit at one industry trade show in 2018 can be upwards of £15,000 or more. In today's climate it is essential to be prepared with a clear plan to ensure you are achieving your objectives and most importantly a return on investment.

International Breakthrough will help strengthen and prioritise your sales and marketing with an actionable plan. We will help to differentiate you from your competitors overseas, whilst mitigating risks, to help you win new contracts.



KNOWLEDGE

Tools and techniques to help you build a plan



CONFIDENCE

That investment in market entry will reap rewards



ACTION PLAN

To execute international activities effectively and efficiently

SPEAKERS INCLUDE:

Industry leading expertise and advice from knowledgeable and experienced market practitioners with vast experience in oil and gas, tendering and global branding.

- Nigel Jenkins, ex-Chief Executive, Decom North Sea
- Anne Farr, Managing Director, Rothera Group
- Claire Kinloch, Managing Director, Genoa Black
- Sarah Stein, ex-Global Brand Director for Orange plc

DATES

- November 2018 Programme: 8th, 15th, 22nd, 29th – 9-5pm

PROGRAMME CONTENT

INTELLIGENCE & INSIGHT

What do you need to know about your market, region, customer and buyer?

MARKET POSITIONING

How to position yourself in a way that is differentiated, unique and creates added value

FUNNEL AND PIPELINE

Plan the customer journey: from brand awareness to purchase order

BIDDING AND WINNING

Mitigate the risk of failure through a clear bidding and winning strategy

NEW MARKET ENTRY

Develop an informed and considered sales strategy that is right for you, your market and target region

MARKETING ACTIVATION

Plan the marketing support required to make your international sales a success

CULTURE COMMUNICATIONS

Understand the cultural implications and considerations that are required in your target regions

SMART PLANNING

Create, and leave with, a clear, considered and actionable plan, and the confidence to take it forward in your business after the programme

VENUE

Aberdeen City Centre

PRICE

£2,750 + VAT (4 days)

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The International Breakthrough Programme was perfectly timed for Polaris Learning. The focus of the programme meant that we were able to take an immense amount of learning and ideas back to the work place after every workshop. The programme gave us the focus and insight to re-think key aspects of our marketing strategy, in particular our value propositions, market positioning, which countries we target, how we approach them and how to minimise risk and make the most of opportunities. This programme focuses on international marketing but we have applied the approach across our whole business.

- Helen Rush, Business Development Manager, Polaris Learning

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I really enjoyed the learning opportunities from other delegates as well as the excellent content from the Genoa Black team. The programme has provided significant help in understanding the full scope of considerations required when considering entering new markets and will ensure we have a well thought out and confident approach to internationalisation.

- Dorothy Burke, Technology, Innovation and Leadership Specialist,
En-ergise Associates



To book a place on International Breakthrough
please contact Claire Kinloch
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