

TRADE ACCELERATOR PROGRAM

DIGITAL SYLLABUS

Day 7: Marketing & Wrap Up

Date: Thursday February 6, 2025

Week 5 – Sales & Marketing Continued		
9:00 am	Welcome	Recap of day 6
9:05 am	The Huddle	<p>“What Keeps You Up at Night” Session</p> <p>Lead Facilitator – Dave Archer</p> <p>Open the floor for companies to discuss challenges, pain points or outstanding issues they are facing with growing their business</p>
10:55 am	Break	
	Poll	Transition back from break
11:20 am	Discussion	<p>Overview of plans for Mentor Week</p> <p>Halifax Chamber and Invest NS</p>
11:30 am	Presentation	<p>Optimizing your business processes</p> <p>Symplicity – Matt Symes</p>
11:50 am	Q&A	Symplicity will answer questions related to their presentation.
12:05 pm	Presentation	<p>Working and Migrating to New Markets and Legal Support Beyond Borders</p> <p>Cox & Palmer – Alexander Rimmington and Miguel deMello</p>
12:30pm	Q&A	Cox & Palmer to answer any questions
12:40 pm	Presentation	<p>Day 7 – Export Plan Focus: Building Capacity, Executive Summary and Final Plan</p> <p>Invest NS</p>
12:50 pm	Survey	Daily survey to be completed
12:55 pm	Wrap-Up	Export Plan Submission and Mentorship
1:00 pm	End of Day 7	

Week 5 – Export Plan Focus: Building Capacity, Executive Summary

We will review the Executive Summary and the Final Plan.

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS

