

# TRADE ACCELERATOR PROGRAM

## DIGITAL SYLLABUS

### Day 7: Building Capacity & Marketing

Date: Wednesday February 7, 2024

Week 5 – Sales & Marketing Continued		
9:00 am	Welcome	Recap of day 6
9:05 am	Presentation	Optimizing your business processes and sales process example <b>Symplicity – Matt Symes</b>
9:25 am	Q&A	<b>Symplicity</b> will answer questions related to their presentation.
9:35 am	Presentation	Approaching New Potential Prospects <b>Lead Facilitator – Dave Archer</b>
9:50 am	Presentation	Managing International Distribution Channels <b>Lead Facilitator – Dave Archer</b>
10:05 am	Q&A	Dave to answer questions related to presentations
10:15 am	<b>Break</b>	
	Poll	Transition back from break
10:25 am	The Huddle	“What Keeps You Up at Night” Session <b>Lead Facilitator – Dave Archer</b> Open the floor for companies to discuss challenges, pain points or outstanding issues they are facing with growing their business
12:05 pm	Survey	Daily survey to be completed
12:10 pm	Presentation	Day 7 – Export Plan Focus: Building Capacity, Executive Summary and Final Plan <b>TAP Manager – Jessica McCall Invest NS</b>
12:30 pm	Wrap-Up	Export Plan Submission and Mentorship
12:40 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

