

TRADE ACCELERATOR PROGRAM

DIGITAL SYLLABUS

Day 1: Strategic Planning

Date: Tuesday January 16, 2024

Welcome to Week 1, Day 1 - Strategic Planning		
9:00 am	Welcome	Patrick Sullivan, President and CEO, Halifax Chamber of Commerce
9:10 am	TAP Halifax Website Review	Will Yang – Halifax Chamber of Commerce
9:15 am	Company Introductions	Introduction from Participants Dave Archer - Lead Facilitator
10:10 am	Video	TAP Success Story Video
10:15 am	Break	
	Poll	Transition back from break
10:25 am	Case Study	International Market Entry Strategies Dave Archer - Lead Facilitator
10:35 am	Workshop Breakout	Defining your export market-entry strategy Dave Archer - Lead Facilitator + Jessica McCall - InvestNS
11:05 am	Presentation	BDC Advisory and Business Model Canvas BDC – Leanne MacLean
11:30 am	Q&A	BDC will answer questions related to their presentations
11:35 am	Break	
11:45 am	Workshop	Sketch out Business Model Canvas BDC – Leanne MacLean Dave Archer - Lead Facilitator
12:50 pm	Survey	Daily survey completion
12:55 pm	Wrap-up	Topics for Day 2
1:00 pm	End of Day 1	

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS

