

## Day 1: Strategic Planning

12:30pm – 4:30pm, January 12, 2026

12:00pm	Arrivals + Lunch	Catered Lunch Provided
12:30 pm	Welcome Message	<b>Sandra Thomson and Kristen Rivers to introduce Dave Archer</b>
12:35 pm	Company Introductions	Introduction from Participants <b>Dave Archer - Lead Facilitator</b>
1:25 pm	TAP Halifax Website Review	<b>Sandra Thomson – Halifax Chamber of Commerce</b>
1:30 pm	Video	TAP Success Story Video
1:35 am	<b>Break</b>	
1:45 pm	Case Study	International Market Entry Strategies <b>Dave Archer - Lead Facilitator</b>
1:55 pm	Workshop Breakout	Defining your export market-entry strategy <b>Dave Archer - Lead Facilitator</b>
2:15 pm	Workshop Discussion	Defining your export market-entry strategy <b>Dave Archer - Lead Facilitator</b>
2:35 pm	Presentation	Business Model Canvas <b>Dave Archer - Lead Facilitator</b>
3:00 pm	Q&A	<b>Dave Archer</b> will answer questions related to their presentations
3:05 pm	<b>Break</b>	
3:15 pm	Workshop	Sketch out Business Model Canvas <b>Dave Archer - Lead Facilitator</b>
4:00 pm	Workshop Debrief	Business Model Canvas <b>Dave Archer - Lead Facilitator</b>
4:10 pm	Presentation	<b>Kristen Rivers</b> to provide an overview of the export plan template
4:20 pm	Survey	Daily survey completion
4:25 pm	Wrap-up	Review Agenda and Topics for Day 2
4:30 pm	<b>End of Day 1</b>	

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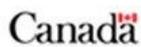
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