

PROGRAM

DIGITAL SYLLABUS

Day 6: Supply Chain Management & Marketing

Date: Tuesday February 6, 2024

Welcome to Day 6 – Building Capacity in your Supply Chain		
9:00 am	Discussion	Recap on Day 5 – Challenges and lessons learned Lead Facilitator – Dave Archer
9:10 am	Case Study	Logistics Lead Facilitator – Dave Archer
9:40 am	Presentation	Keys to a Successful Logistics Strategy (Building Capacity & Supply Chain Management for Canadian Businesses) InXpress - Robert Daigle
10:00 am	Q&A	InXpress to answer questions related to their presentations
10:10 am	Presentation	Marketing Localization, Brand Awareness Building, Digital Marketing – Symplicity Designs - Heather Brewer
10:40 am	Presentation	E-commerce strategic considerations and challenges Symplicity Designs - Heather Brewer
11:00 am	Q&A	Symplicity Designs will answer questions related to their presentations
11:10 am	Break	
	Poll	Transition back from break
11:20 am	Workshop	Logistics Lead Facilitator – Dave Archer
11:50 pm	Survey	Daily survey to be completed
12:00 pm	Discussion	Overview of plans for Mentor Week TAP Coordinator – Ashley Groves Halifax Chamber
12:10 pm	Discussion	Day 6 – Export Plan Focus: Supply Chain Management and Marketing Export Plan Review TAP Manager - Jessica McCall Invest NS
12:25pm	Next Week	Tomorrow overview and wrap up Lead Facilitator – Dave Archer
12:30 pm	End of Day 6	

Week 5 - Export Plan Focus – Supply Chain Management & Marketing

Reviewing your supply-chain capacity, including e-commerce & internal processes and frameworks.

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS

