

## ProfitLearn “Export Series” Saint John; November – December 2017

**Location: Fundy Room, Diamond Jubilee Cruise Terminal, 333 Water Street, Saint John**

Date	Workshop Title	Delivery Method	Facilitator
Nov.9, 2017 pm	<b>Introduction to Exporting: Are You and Your Company Ready?</b>	Classroom; half-day	Janice Goguen
Nov. 15, 2017 pm	<b>Know Your Bottom Line: Part One</b>	Classroom; half day	Richard Thériault
Nov. 16, 2017 am	<b>Know Your Bottom Line: Part Two</b>	Classroom; half- day	Richard Thériault
Nov. 22 2017 pm	<b>Determining Your Market: Develop a Marketing Plan: Part One</b>	Classroom; half- day,	Janice Goguen
Nov. 23, 2017 am	<b>Determining Your Market: Develop a Marketing Plan Part One- Part Two</b>	Classroom; half- day,	Janice Goguen
Week of November 27 to December 1	<b>Calculating Your In-Market Product Price</b>	On-Line session; 2 hours	
Dec.4,2017 pm	<b>Develop Effective Export Marketing and Sales Strategies, On-line, In-Market and at Trade Shows (1)</b>	Classroom; half-day	Pierre Babineau
Dec.5, 2017 am	<b>Develop Effective Export Marketing and Sales Strategies, On-line, In-Market and at Trade Shows (2)</b>	Classroom; half day	Pierre Babineau
By March 31, 2018	<b>One-on-One Coaching</b>	Up to 6 hours	All three

Morning sessions (9:00 am to 12:30 pm )

Afternoon sessions ( 1:00 pm to 4:30 pm)

Classroom: 3.5 days----7 half day sessions

On-Line: 2 hours

Coaching: 6 hours; on-line course must be completed before coaching hours can start