

## ProfitLearn “Export Series” Saint John; October- November 2017

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

Date	Workshop Title	Delivery Method	Facilitator
Oct. 26, 2017 pm	Introduction to Exporting: Are You and Your Company Ready?	Classroom; half-day	Janice Goguen
Nov. 2, 2017 pm	Know Your Bottom Line: Part One	Classroom; half day	Richard Thériault
Nov. 3, 2017 am	Know Your Bottom Line: Part Two	Classroom; half- day	Richard Thériault
Nov. 8, 2017 pm	Determining Your Market: Develop a Marketing Plan: Part One	Classroom; half- day,	Janice Goguen
Nov. 9, 2017 am	Determining Your Market: Develop a Marketing Plan Part One- Part Two	Classroom; half- day,	Janice Goguen
Week of November 11-15	Calculating Your In-Market Product Price	On-Line session; 2 hours	
Nov.20 pm	Develop Effective Export Marketing and Sales Strategies, On-line, In-Market and at Trade Shows (1)	Classroom; half-day	Pierre Babineau
Nov.21 am	Develop Effective Export Marketing and Sales Strategies, On-line, In-Market and at Trade Shows (2)	Classroom; half day	Pierre Babineau
By February 28, 2018	One-on-One Coaching	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