



# EXPORT READINESS TRAINING PROGRAM

**BC WOOD ANNOUNCES EXPORT READINESS  
TRAINING PROGRAM WEBINAR STARTING ON  
NOVEMBER 19<sup>TH</sup>, 2020 8:00AM – 9:30PM PST**

The BC Wood Export Readiness Training Program is an in-depth webinar based 9-module program developed for BC's wood products industry that will guide participants through the complete process of exporting.

The modules are broken into three phases, starting with determining export readiness, then offering tactical lessons in performing research, learning about key markets, building Export Plans and identifying the best fit partners, followed by a number of hands-on webinars with experts on dealing with logistics, international finance, virtual selling and other trade topics that will provide specific and actionable advice on expanding internationally.

This program has been developed using best practices of other export marketing training programs, but focused on wood products manufacturers specific needs, and will be delivered with input from industry members representing each region and product sector in BC.



You can choose individual modules specific to your needs, but we highly recommend you take the time to participate in all the modules, if you can. They will each be delivered more than once over the next six months and will be a progression starting with Module 1 on November 19<sup>th</sup>, 2020.

**Join BC Wood and our professional trainer Greg Henderson from ExportSpark, along with numerous industry members to learn how to successfully expand your reach, revenues and opportunities!**



# EXPORT READINESS TRAINING PROGRAM REGISTRATION FORM

To register, fill out the information below and email it to [rwalker@bcwood.com](mailto:rwalker@bcwood.com). Fees include presentation slides and recordings, as well as follow-up links and information to help you get the most out of your participation.

## SINGLE MODULE: \$29 EACH PER PERSON

PLEASE SELECT ALL REQUESTED (ADDITIONAL TRAINING MODULES CAN BE ADDED AT ANYTIME)

- MODULE 1 (NOV 19, 2020)**  
EXPORT READINESS
- MODULE 2 (DEC 3, 2020)**  
SALES & MARKETING READINESS
- MODULE 3 (DEC 17, 2020)**  
RESEARCHING MARKETS
- MODULE 4 (JAN 7, 2021)**  
BUILDING AN EXPORT PLAN
- MODULE 5 (JAN 21, 2021)**  
FINDING THE RIGHT PARTNERS
- MODULE 6 (FEB 11, 2021)**  
INTERNATIONAL LOGISTICS
- MODULE 7 (FEB 25, 2021)**  
INTERNATIONAL FINANCE
- MODULE 8 (MAR 11, 2021)**  
SELLING VIRTUALLY & DIGITALLY
- MODULE 9 (MAR 25, 2021)**  
TRADE AGREEMENTS & FUNDING SOURCES

OR

- 9 MODULE PACKAGE: \$180 PER PERSON** (REQUEST PRICING FOR MULTIPLE ATTENDEES PER COMPANY)

## REGISTRATION INFORMATION

FIRST NAME AND LAST NAME

EMAIL

COMPANY

ADDRESS

CITY

PROVINCE

POSTAL CODE

PHONE

ACCOUNTING NAME

ACCOUNTING EMAIL

## PAYMENT INFORMATION

- MASTERCARD
- VISA
- CHEQUE\*

\*PLEASE MAKE ALL CHEQUES PAYABLE TO --  
BC Wood Specialties Group

CARD NUMBER

EXPIRY

MAIL CHEQUES TO --

BC Wood Specialties Group  
200 - 9292 200 St.  
Langley, BC, V1M 3A6

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

## FOR MORE INFORMATION

Contact Randi Walker at [rwalker@bcwood.com](mailto:rwalker@bcwood.com) or 604-309-6683