



EXPORT READINESS TRAINING PROGRAM

BC WOOD ANNOUNCES EXPORT READINESS TRAINING PROGRAM JUNE 29TH TO AUGUST 24TH, 2021 8:30AM-10:00AM

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.

Testimonials:

I wish you would have been around 12 years ago when we started out operation, I ended up learning from the school of hard knocks - this would of save me so much pain. Many of the points you brought up were not foreign to me but organizing this into a structured workflow was extremely helpful. Thanks again for all the assistance you have been

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. 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 (JUN 29, 2021)**
EXPORT READINESS
- MODULE 2 (JUL 6, 2021)**
SALES & MARKETING READINESS
- MODULE 3 (JUL 13, 2021)**
RESEARCHING MARKETS
- MODULE 4 (JUL 20, 2021)**
BUILDING AN EXPORT PLAN
- MODULE 5 (JUL 27, 2021)**
FINDING THE RIGHT PARTNERS
- MODULE 6 (AUG 3, 2021)**
INTERNATIONAL LOGISTICS
- MODULE 7 (AUG 10, 2021)**
INTERNATIONAL FINANCE
- MODULE 8 (AUG 17, 2021)**
SELLING VIRTUALLY & DIGITALLY
- MODULE 9 (AUG 24, 2021)**
PRICING, TRADE, AGREEMENTS & PROGRAMS

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 or 604-309-6683