



Quarterly Briefing: **“Your International Marketing Plan”**  
November 15, 2007, Plymouth Country Club, Montgomery County

## ***How to Improve Your Success in Global Markets***

Join us for our quarterly briefing, **“Your International Marketing Plan” on Thursday, November 15**, to find out what you can do to improve your success in exporting.

Businesses all over the United States have the potential to successfully export their products or services. Your company, regardless of business size or offering, can potentially increase sales, compete in diverse markets and reach a global audience with your particular skills and expertise. One of the key components for export success is your international marketing plan. Now that you have decided to enter the international marketplace, you must add to your knowledge of how to do business - internationally. You have done your research, written your international marketing plan, selected your target markets, and chosen your in-country representative. But you haven't started taking orders or shipping your product. Or, the volumes are not there. Did you register your product, or your trademark? What is taking so long? How can you improve your success rate?

When operating solely in the domestic market, you understand the needs of potential customers. You are familiar with the marketing strategies and tools needed to reach your target audience. You know how much it costs to use these tools and how long it will take to be successful. When you start looking beyond the border, many of your assumptions about marketing are no longer valid. You may need to adjust your marketing plan and implementation to reflect the realities of doing business internationally.

Join us for our WTCGP seminar, “Your International Market Plan” to help improve your profitability and your longevity in overseas markets.

### Topics

- Working with Your Overseas Trading Partner
- International Distribution
- Financial Instruments
- Marketing Communications and Global Website Development
- Intellectual Property Protection

Sponsors include Ballard, Spahr, Andrews & Ingersoll; MTM Linguasoft and Wachovia Bank, N.A.

Register Now! Contact Emily Olson, [eolson@wtcphila.org](mailto:eolson@wtcphila.org), 215-586-4240 x124  
[[www.wtcphila.org](http://www.wtcphila.org), go to Events to register on-line]

8:00 am Registration

8:30 - 11:30 am Program

Thursday, November 15

Members \$25, Non-Members \$40

Plymouth Country Club, 888 Plymouth Road, Plymouth Meeting, PA