



## Herbert LoebL Export Academy 2012: Programme

The Herbert LoebL Export Academy offers the chance for young and developing companies who have little or no export experience to understand more about what is involved in international trading; develop their export plans and generate growth for their business.

Title & Content	Date	Venue
<b>WORKSHOP 1:</b> <b>First Time and Young Exporters:</b> <b>Interactive Road Mapping Exercise:</b> The basics of exporting; <ul style="list-style-type: none"><li>• Market Research</li><li>• Identifying your Market</li></ul> Exporting In Practice: <ul style="list-style-type: none"><li>• Case Studies</li></ul>	Wed 22 Feb 9:00-11:30	<b>Newcastle University Business School,</b> Conf Room 8.10, 8 <sup>th</sup> floor, 5 Barrack Road Newcastle upon Tyne NE1 4SE
<b>WORKSHOP 2a:</b> <b>Making an implementing an</b> <b>Export Plan</b> ( including Managing export risk)	Wed 29 Feb 9:00-10:30	<b>Newcastle University Business School,</b> Conf Room 8.10, 8 <sup>th</sup> floor, 5 Barrack Road Newcastle upon Tyne NE1 4SE
<b>WORKSHOP 3:</b> <b>Getting Your Message Across</b> Marketing methods Cross cultural communications	Wed 7 Mar 9:00-10:30	<b>Newcastle University Business School,</b> Conf Room 8.10, 8 <sup>th</sup> floor, 5 Barrack Road Newcastle upon Tyne NE1 4SE
<b>WORKSHOP 4:</b> <b>Experienced Exporters</b> B2B Best Practice Exchange and specialist coaching in small groups	Thu 22 Mar 9:00-10:30	<b>Newcastle University Business School,</b> Conf Room 8.10, 8 <sup>th</sup> floor, 5 Barrack Road Newcastle upon Tyne NE1 4SE
<b>WORKSHOP 5:</b> <b>Where next?</b> Advice and information on services to progress your export plans	Wed 4 April 9:00-11:00	<b>Newcastle University Business School,</b> 5 Barrack Road Newcastle upon Tyne NE1 4SE

For more information please contact Newcastle University Business School, Engagement Support Coordinator; Jenny Hasenfuss e: [Jenny.Hasenfuss@ncl.ac.uk](mailto:Jenny.Hasenfuss@ncl.ac.uk) or T: 0191 208 1624 or visit the Business School website <http://www.ncl.ac.uk/nubs/business/academy/index.htm>

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