

EXPORTER EDUCATION



TASMANIA DELIVERS

The Department of Economic Development and Tourism can play a major role in helping your company develop its export potential. We offer a range of services and programs to help Tasmanian businesses develop sustainable export markets and increase their skills in the international arena.

Economic Development and Tourism conducts a series of seminars and workshops in association with industry, to further develop the Tasmanian export sector.

These workshops are designed to enhance the practical skills of Tasmania's new and existing exporters, providing them with the opportunity to learn from industry experts without having to leave Tasmania.

Economic Development and Tourism subsidises participants' costs, making the sessions more accessible for Tasmanian businesses.

Export Practices is a two-day workshop that provides participants with the latest export processes. The workshop provides information that can be directly applied to businesses. It is specifically relevant for staff involved in export transactions, or for businesses planning to export.

The workshop examines in detail the principles of documentation, international law and banking/finance. The hands-on, practical nature of the workshop provides participants with the opportunity to talk to an international lawyer, a freight forwarder and an international banker, to learn more about these important aspects of exporting.



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Export Market Development Grant Briefings are one-on-one meetings for clients who want to know more about the Export Market Development Grant scheme before lodging their first claim.

A Practical Approach to Successful Exhibitions is a one-day workshop which gives participants a range of practical tips and information on:

- » setting show objectives and targeting buyers
- » selecting the right show
- » how to attract visitors to your stand
- » designing your stand
- » preparing your exhibition staff
- » handling your exhibition traffic
- » lead gathering and processing
- » maintaining momentum.

E-Business for Exporters is a one-day workshop that covers why a company would do business on-line and how to market your product/service effectively on-line.

Information covered includes:

- » strategic e-business planning and action
- » e-business language and concepts
- » good exporter websites – what to do and what not to do
- » on-line marketing techniques – how to drive traffic to your website
- » on-line trading issues such as on-line payment, security, privacy and spam.

Presentation Skills is a one-day workshop which focuses on how to deliver a dynamic presentation to anyone, anywhere, anytime. It is relevant for any businesses involved in presenting or selling products and services, and addresses issues such as:

- » articulating benefits of a product/service to a buyer
- » feeling comfortable when selling
- » developing a sales pitch.

Risk Management in Exporting is a two-day workshop across two months. This workshop addresses a number of risk management issues involved in exporting. Using the risk record tool, the first day covers risk management theory and risk identification. The second day addresses risk measurement and mitigation.

Do You Want to Export? is a half-day introductory workshop on exporting and covers:

- » why export
- » how exporting differs from domestic sales transactions
- » expertise and resources required for exporting
- » market entry strategies
- » becoming a sustainable exporter
- » identifying where new exporters can seek assistance.

Country and Industry Sector Specific Seminars and Workshops build the practical skills necessary for developing exports to specific countries. The topics cover important issues such as pitching, language translations, selling, presenting as well as a focus on particular cultural issues.

These workshops and seminars are presented in conjunction with a range of expert presenters including export advisers, trade commissioners, KPMG, Australian Institute of Export and the Australian Maritime College.

Economic Development and Tourism promotes all export skills development workshops and seminars in our ExportActive newsletter. To view the current edition or subscribe to ExportActive newsletter, visit the Economic Development and Tourism website at: www.development.tas.gov.au/export

In addition to the workshops listed above, we seek to provide tailored skills development sessions to industry needs. If you have identified a skills development topic not already covered please contact:

Hobart: Martin Turmine on +61 3 6233 5795 or email Martin.Turmine@development.tas.gov.au

Launceston: Caleb Wright on +61 3 6336 2263 or email Caleb.Wright@development.tas.gov.au

For further information, contact:

Caleb Wright

Senior Client Manager

Economic Development and Tourism

Office: Level 1, 12-16 St John Street,
Launceston, Tasmania 7250

Telephone: +61 3 6336 2263

Facsimile: +61 3 6334 1131

Email: Caleb.Wright@development.tas.gov.au

Web: www.development.tas.gov.au/export

