

IRISH
exporters association



WORLD SERIES

How to Market your Services Overseas

Searching for new markets for your services?
Want to expand your customer base internationally?
Wondering how to promote your services to the world?

The Irish Exporters Association announces World Series – a programme of seminars, information guides and supports to help firms and businesses market their services abroad.

Ireland is now the 9th highest exporter of services in the world. The services sector represents 48% of total exports and is a key driver for Ireland's job creation and economic growth. Our aim is to help more Irish Service providers to thrive internationally by taking a slice of the €2.6 trillion global market in commercial services.

Our panel of industry experts will open up a world of insights, ideas and tools to help you target new business in international markets.

Our speakers include:

Mike Fitzgerald, CEO, AltoBridge – a leading mobile communications company and one of Ireland's most successful services exporters.

Rachel Killeen, Author of Client Science – The Five Cs Marketing Plan for Professionals and a marketing adviser to professional services firms.

Paul Foley, Partner, McKeever Rowan Solicitors – an expert in helping service providers to navigate the legal aspects of doing business overseas.

Stephen Vard, Partner, The Vard Partnership - Brand Design Consultants. A specialist in the design and development of branding, design and communications materials.

Kevin O'Leary, Co-founder of Qumas in 1994. Based in Cork, Qumas is now a leader in enterprise compliance solutions with more than 250 global customer deployments and many years experience in highly regulated industries.

Krishna De, is an award winning digital marketing, brand engagement and social media author, speaker, commentator and mentor.

Cork
26 Aug 2010
Cork County Hall
Carraigrohane Rd.
Cork

Limerick
15 Sept 2010
Atlantic Way
4200 Atlantic Avenue
Westpark Business Campus
Shannon, Co. Clare

Dublin
29 Sept 2010
Citi Group,
1 North Wall Quay,
Dublin 1

Seminar schedule:
8.30am Coffee / Registration
9.00am Seminar begins
12.00pm Seminar ends

To register for your preferred location please visit:
www.irishexporters.ie

