

# TARGET USA

BEST GO-TO-MARKET STRATEGIES & OPTIMIZED BUSINESS ENGLISH

**September 20th, 2023 | 08:00-17:00 Uhr**

ICS Internationalisierungszentrum Steiermark - Lindweg 33, 8010 Graz

**Seminar language: English**

## PROGRAM

08:00 Registration of participants

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08:30 Welcome & introduction

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### New to the US - market entry strategies

**Steve Lanier** | President American World Services Corporation

- 09:00
- Completing market research & analysis
  - Creating a “story“ and pitch
  - Developing a preliminary marketing plan
  - Reviewing channels to market and distribution
  - Keys to success
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10:30 Coffee break

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### Business English for your US market entry

**Desiree Fuchsbicher, Business English expert & HR-language trainer**

- 10:45
- How to present your products and services
  - Strategic language – functional structures and phrases
  - Tailoring your message
  - Intercultural aspects
  - Common pitfalls & best practices
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12:15 Lunch break

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**Group A:** Hands-on **business English training** with Desiree Fuchsbichler based on the materials sent by the participants prior to the seminar.

13:15

**Group B:** Hands-on session on **market entry strategies & marketing advice** with Steve Lanier (based on company profiles/material sent)

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14:45

*Coffee break*

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**Group B:** Hands-on **business English training** with Desiree Fuchsbichler based on the materials sent by the participants prior to the seminar.

15:00

**Group A:** Hands-on session on **market entry strategies & marketing advice** with Steve Lanier (based on company profiles/material sent)

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16:30

*Individual consulting sessions, networking, end of seminar*

Status: 2023-08-10 | Subject to changes

## ORGANIZATIONAL MATTERS & REGISTRATION

This qualification seminar can be offered free of charge within the framework of the [ERDF project Restart Export](#), as the regular costs of approx. € 470.- net (indicative value, [de-minimis subsidies](#) relevant!) per participant are financed by means of the European Regional Development Fund.

If you would like to participate in this group coaching, please send your completed company profile (see download area on the event page) to [ak@ic-steiermark.at](mailto:ak@ic-steiermark.at). To ensure the high quality of this Export Academy, the number of participants is limited (max. 12 persons). Participants will be carefully selected based on the submitted company profiles.

### Seminar language: English

Please note that if you cancel your participation after September 7th, 2023, a cancellation fee of € 150 net will be charged.