



**European Union**

European Regional  
Development Fund

# Developing International Trade Online Virtual Workshops

Join this programme of 4, ½ day workshops to learn about setting up and internationalising your website, Search Engine Optimisation (SEO), choosing the most relevant e-marketplaces, fulfilment, taxation and selling through social media.

Sign up for this programme of 4 half day workshops to develop your knowledge on how to sell internationally online.

Funding through the Enhancing SME's International Trade Performance ERDF Project will enable you to work with our expert in a small group of no more than 12-14 delegates.

The workshop will be divided into interactive sessions, each of which will help you to understand the key issues and to build your online export strategy:

- Session 1: Setting up/internationalising a website incl. hosting and domain strategy, SEO and marketing
- Session 2: E-commerce overview incl. key processes, payments, logistics, and cybersecurity
- Session 3: Use of e-marketplaces
- Session 4: Social media (as a sales platform)

## Presenter



**Matthew Buccelli**  
**International Marketing Consultant**

Matt is an experienced international marketing consultant and facilitator, based in Berlin, Germany. Since 2015 Matt has been working with Kinetic Cubed, an international trade development consultancy based in Manchester, to support British SMEs in developing their e-commerce export capabilities. Matt works with clients across a wide range of market verticals, with a particular emphasis on e-commerce strategy, email marketing, SEO, and website optimization.

## Dates

The first programme will be held on:

- Monday 23 November 2020
- Friday 27 November 2020
- Monday 30 November 2020
- Friday 4 December 2020

## Information

For further information and to register your place contact:

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