

“Winning in International Markets: Successful Strategies for Planning and Engineering Consultants”

taught by Joe Berridge and John Farrow

This one-day course is designed for senior professionals in the field of planning and engineering who wish to compete successfully against the world's brightest and best consultants on the international stage. It will be taught by two world-renowned leaders of two international planning consulting firms.

This course will assist firms and individuals assess their competitive advantage, choose markets on which to focus, develop entry strategies, promote their expertise and win international contracts. The course will cover:

1. Why go international? The pleasures and pitfalls of international markets.
 - Market balance
 - Risk/reward
 - Continuous learning
2. The similarities and differences between marketing in Canada and other parts of the world.
 - USA
 - Europe
 - Asia
 - 'Third World'
3. Identifying business opportunities and assessing the potential of new markets
 - Market intelligence
 - Networking
4. Developing entry strategies: Key relationships
 - Long distance promotion strategies
 - Local presence
 - Conferences and conventions
5. Successfully establishing relationships with clients and partners across international boundaries.
 - RFP and individual sourcing
6. Developing successful pitches and proposals
 - Listening to the client
 - Pre- and post-presentation strategies
 - Understanding the competition
7. Making successful sales presentations and securing the contract
 - Speaking their language
 - Closing the deal
8. Becoming an international brand: Maintaining a market presence
 - Refreshing the offer
 - Continuing intelligence

Faculty:

Joe Berridge is founding partner of Urban Strategies Inc, an award-winning Canadian firm that has established a global reputation for planning and urban design consulting in the US, Europe, the Caribbean and Asia.

John Farrow, Chairman of LEA Group Holdings Inc. has lead the team that successfully expanded the firm's Engineering and Urban Planning activities to more than ten countries so that they now have more than 1000 employees.