WEST MIDLANDS INTERNATIONAL TRADE LLP

2020/21 Regional Activity Planner

	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Regional Telemarketing: *Lead Generation always on* ***EIG Funded***	**Lead Generation via Telemarketing (Promote / Reassure and Promote)**											
PR always on	**Always on PR activity - Including case studies, good news stories and blogs**											
Regional Activity: ***Midlands Engine Funded***		Expo e-marketplace		Expo e-marketplace		Expo e-marketplace Africa MTB	Oil/Gas MTB FMCG MTB	Expo e-marketplace BIG 5 Mission RVE 202 Mission MEDICA Mission		Expo e-marketplace	Arab Health Mission Exlore Europe Mission	Expo e-marketplace
Enhanced Export Growth Project ***ERDF Funded***		Export Comms Workshop		Export Insight Visit Export Comms Workshop		Export Comms Workshop	Meet The Buyer Export Comms Workshop	Export Insight Visit Export Comms Workshop		Export Comms Workshop		
	11 x Digital Workshops - Website Internationalisation, e-Commerce, Building a Global Brand											
	12 x Workshops (4 per sub region) Market Selection, Complex Routes to Market, International sales & Marketing, Financial Risk Management											
EIG PROMOTE ***EIG Funded***		Export Essentials	Export Essentials	Export Essentials		Export Essentials	Export Essentials	Export Essentials				
EIG REASSURE ***EIG Funded***		Growth Workshop	Growth Workshop	Growth Workshop		Growth Workshop	Growth Workshop	Growth Workshop		Growth Workshop	Growth Workshop	
EIG SUSTAIN ***EIG Funded***			Meet the Expert		Meet the Expert		Meet the Expert		Meet the Expert		Meet the Expert	
Major Activity @ the NEC	(30-1) F&D Expo (1-2) Med Tech (20-24 MACH 2020					(6-9) Autumn Fair (15-17) GLEE (29 - 1) PPMA	(6-8)UK Construction					
Sub Regional Activity		(11-21) BCBF										