



Exporting to New Markets – the Marketing Approach



Dear BBBA Members and Partners,

In response to your demand for supporting you in expanding to new markets, we would like to invite you to an interactive session on strategic marketing with Quentin Crowe and Morag Foudy from the Marketers' Forum. This seminar will set the scene for a series of export strategy sessions, covering a wide range of topics to equip you for success on the global market.

Date & Time: 10th November, Thursday, 3:00 PM

Venue: 111 Bulgaria Blvd., Floor 6, Sofia

Who is the event aimed at?

This event is aimed at Bulgarian business owners who would like to establish a presence or commence exporting to the UK and other international markets, or those already trading in the UK but keen to improve their marketing approach.

The session:

This interactive session aims to help business owners develop a strategic marketing approach to entering a new overseas market. Specifically, we will:

- Provide you with market evaluation tools and techniques to help you make the decision about which markets are most suitable for your organisation.
- Help you identify and overcome barriers to entering new markets
- Explore the cultural differences you may encounter in the UK
- Assist you and give you advice in developing your market entry strategy

The team:



Quentin Crowe

Quentin has over 25 years marketing experience in the insurance, sports and education sectors.

Before founding the Marketers' Forum in 2004, Quentin worked in the Lloyd's of London insurance market for 13 years, being among the very first marketers in that community. He cut his marketing teeth learning to create campaigns for affinity groups during which time he also studied for his CAM and CIM qualifications. Quentin

subsequently built a dedicated in-company marketing, PR and design team which supported a group of 6 Lloyd's syndicates and 7 subsidiary companies. He subsequently became group Marketing Director in 1997. He founded the Marketers' Forum to create a new approach to marketing training, built around the principle of empowering marketers to fulfil their potential. As well as teaching ambitious marketers to excel in their professional marketing qualifications, The Marketers' Forum provides a range a additional training, coaching and mentoring services to support customers throughout their

careers.

Quentin has designed and delivered marketing training programmes throughout the UK as well as Switzerland, Belgium, Bulgaria, Albania, Nigeria and Vietnam. He is a regular speaker on a variety of marketing topics including service quality, SME international expansion and career management.

Quentin set up his own consultancy (Amber Solutions) in 2000 which continues to operate to this day. He also oversees TMF's consultancy arm, specialising in service quality and digital marketing strategy. He currently mentors a number carefully selected small businesses to help them develop and implement effective marketing plans.

Quentin is also a qualified sports coach, having spent many years playing hockey at county, regional and national league levels. More recently, he has become a keen cyclist.



Morag Foudy

Morag has worked for the Marketers Forum since 2004 in various roles. Graduating from Cambridge in 1986 she pursued a career in marketing working in a number of marketing roles in the private and public sectors. Morag worked for a number of years as a marketing consultant, developing marketing plans for large and small organisations and training in marketing concepts.

Working language: English

Participation fee: 50 BGN (+VAT) for BBBA Members; 75 BGN (+VAT) for non-members

To confirm your attendance, please contact us at events@bbba.bg
