

# Ocean Technology & Defence Sectors Workshop Descriptions

## ***Position Your Business for Supply Chain Success:***

Learn how to find where you fit and determine when opportunities make good business sense. Develop awareness and understanding of market size and share and its influence on growth decisions. Review benchmark financial performance. Demonstrate how capacity and customer expectations drive pricing decisions and have a material impact on project and overall company profitability.

## ***Setting up for Success: Certification, Processes, & Regulations:***

Learn how to prepare your business for success by implementing core skill and competency development programs and measurement systems. Sophisticated Supply Chain buyers look for organizations with continuous improvement and Lean operational cultures.

Learn what buyers are looking for and when and how to implement these systems, including their benefits and drawbacks. Find out how to implement easy to maintain Key Performance Indicators (KPI) and financial metrics that provide insights into your current and future financial performance.

## ***Business Development Essentials:***

Grow your business by learning the fundamentals of business development and marketing. This workshop will focus on core business development activities, offering a combination of tips, techniques real business experiences and knowledge on how to be successful at business prospecting and growth. Learn to identify, connect and engage with target audiences and ultimately win and retain new business.

## ***Business Development – Focus on Engagement:***

Learn how to make and sustain the critical business relationships needed to grow, achieve and succeed in business, develop and sustain solid customer relations, and successfully present a product or service.

In this workshop, you will learn how to increase business development opportunities by seeking out the right relationships. You will get support on how to manage successful customer relationships and build the right customer pipeline. The workshop will also offer expert advice on how to pitch your product/service and secure a deal.

## ***Successfully Shaping and Responding to the RFP:***

In this workshop, you will develop a strategic approach to analyzing the Request for Proposals (RFP). You will also gain tools and tips to create an effective process for writing successful proposals.

## ***Managing Supply Chains: Logistics, Financing and Export:***

Learn how to set up effective supply chain networks for your business. Find out when to go direct, and when to use partnerships, agents or other supply chains. Learn how to set up regional, national and international logistics networks and supply chains and understand which rules, regulations and certifications apply.

## ***Project Management Fundamentals – Part 1 & 2:***

Over this two-day workshop, you will learn about essential project management tools, and how to apply them to successfully manage your supply chain contracts. You will learn how the use of proven project management tools and techniques will improve your companies' abilities to deliver on time, and on budget.

This workshop will help you understand the value of thinking ahead and the importance of leading a project well to ensure a smooth-running operation. You will hear success stories (along with pit falls) to help you manage the exciting expansion of your business.

## ***Meet the Buyer – Experiential Learning Event:***

This experiential learning event will involve interaction with sector experts. You will get the chance to put your new skills to work in a "Meet the Buyer" simulated event.