

Lunch, Learn and Go Global Roundtable Series:

Out with the Old and In with the **Bold** – Global!

A Virtual Conversation with Illinois Small Businesses

Hosted by:

Illinois SBDC International Trade Center at SIUE
The Southwestern Illinois Trade & Investment Council

When:

Tuesday, April 12th, 2022
11:30am -1pm

Where:

Your Desk – Virtual Event

Who:

IL Small Businesses

Cost: Free

but registration is required

Registration via email:

International-Trade-Center@siue.edu

You will receive a confirmation
with a link to join the webinar.

Questions? sitorre@siue.edu

Looking forward to your participation!

Business owners are always ready to take their businesses to the next level of growth despite the ever presence of challenging times.

Guest Presenter:

Laurel Delaney, global small business expert, founder and president of **GlobeTrade.com**, author of *the best-selling book, Exporting: The Definitive Guide to Selling Abroad Profitably*, creator of *The Global Small Business Blog*, and President of **Women Entrepreneurs Grow Global**, a nonprofit that educates women entrepreneurs and business owners on how to go global.

In this highly energetic webinar, you will learn:

- ❖ Why it is essential to be out with the old and in with the bold – global!
- ❖ What the state of the global economy looks like.
- ❖ Why diversifying your products, customer base, sources of supply, and channels of distribution is more important than ever.
- ❖ How to think differently about deploying your resources and begin to unsnarl your global supply chains.
- ❖ What are the key factors to consider when scaling your operation for bold, global growth.