



NATIONAL INSTITUTE  
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TRAINING THE WORLD



U.S.  
COMMERCIAL  
SERVICE  
United States of America  
Department of Commerce

# MANAGING EXPORT SALES AND BUSINESS DEVELOPMENT IN FACE OF THE PANDEMIC

One Day VIRTUAL Webinar

**MARCH 24, 2021**  
**1:00 - 2:30 PM EST**

Virtual Platform - Microsoft Teams  
(access information to be sent after registration/payment is received)

Advanced registration required - register here

<https://niwt.org/event-registration-21721/>

Registration \$49.00

Includes download workshop materials





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## Program

March 24, 2021

### 1:00 PM

Opening Remarks – Marisel Trespalacios  
International Trade Specialist, U.S. Commercial Service

### 1:15 PM

Managing Export Sales and Business Development in face  
of the Pandemic webinar

Thomas Cook, Managing Director, Blue Tiger International

– Review the challenges in the export market today, discuss  
mitigating techniques, explore new opportunities in the export  
markets, and develop techniques, skill sets, and information resources.

### 2:00 PM

Question and Answers

### 2:15 PM

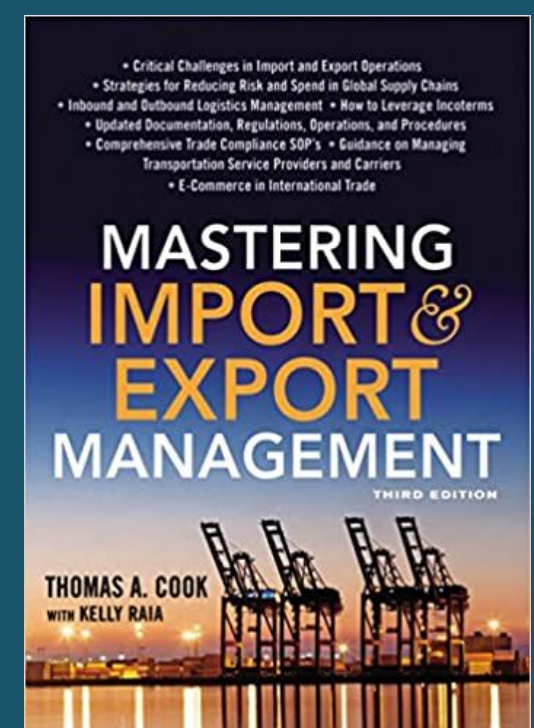
How to use our Marketing Diversification Tool

Morgan Barr, Senior International Economist, U.S. Commercial Service

## Recommended Purchase:

Mastering Import & Export Management, Thomas Cook & Kelly Raia  
Available for purchase to supplement virtual conference materials

With billions of dollars generated annually, importing and exporting is a  
potentially lucrative arena for growth and a bewildering tangle of rules and  
regulations. Packed with hundreds of cost-effective strategies, ready-to-use forms,  
and valuable checklists, the 3rd edition explains how to efficiently & legally navigate  
the complex world of international trade documentation accurately and more.



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