



Join NAITA & the Export Alabama Alliance for a North Alabama Trade Tour  
Co-sponsored by the DeKalb County EDA and the Jackson County EDA

**Website Design for a Global Marketplace:**  
**Small Business Strategies for Targeting International Customers**  
**Is your company's website prepared to handle overseas customers?**

**November 16, 2010 • 2:00 - 5:00 p.m.**  
**at Northeast Alabama Community College • Workforce Development Building**  
**138 Old Alabama Highway 35 • Rainsville, Alabama 35986**

Many small and medium sized businesses have become savvy in finding customers and selling their products through their websites. However, with the high-speed and expanding reach of today's business environment, companies are finding it necessary to continually adapt, improve, and more effectively use their websites to appeal to and accommodate international customers. But with constraints on staff and budgets, companies are also faced with the need to maximize outreach strategies. Let's make it a little easier.

If you've ever asked yourself if there are simple tools and best practices to make your company's website work for you in attracting foreign buyers, distributors, and customers, then this seminar is 2G2BT...too good to be true that is!

Join tech-savvy speakers from the Alabama International Trade Center and the U.S. Commercial Service to learn more about this important topic. After this training, you'll impress all your coworkers with the latest geek speak and, more importantly, improve your company's ability to find and fulfill international orders to meet your web-based bottom line! Participants will learn:

- Simple, inexpensive modifications that will improve your website's ability to attract & retain customers
- How to refine websites to specifically target international customers through website internationalization, regionalization and localization
- Best practices & techniques related to website translation
- Proactive promotion of websites overseas
- Leveraging internet tools to target foreign markets and track inquiries
- International eCommerce options, risks and foreign payment mechanisms

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NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_ email \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**Please Fax Your Reservation to: 256.532.3704 or email [rsvp@naita.org](mailto:rsvp@naita.org).**

**Contact NAITA at 256.532.3505 or [naita@naita.org](mailto:naita@naita.org) for further information.**

Please contact us if you cannot attend but would like to schedule a one-on-one appointment to discuss trade opportunities.