



Website Design for a Global Marketplace

Small Business Strategies for Targeting International Customers



March 25: Huntsville | May 6: Florence

All Sessions are 8:30-11:30am. Continental breakfast included. Locations below and online.

Is your company's website prepared to handle overseas customers?

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!

Tech-savvy speakers from the Alabama International Trade Center and the U.S. Commercial Service bringing this event to a city near you! 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 and retain customers
- How to refine websites to specifically target international customers through website internationalization, regionalization and localization
- Best practices and 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

Register Online: www.aitc.ua.edu Click on *Website Design Series*

NAME _____ TITLE _____

COMPANY _____ PHONE _____

ADDRESS _____ email _____

CITY _____ STATE _____ ZIP _____

March 25: Huntsville: [BizTech, 515 Sparkman Drive](#)

May 6: Florence: [Shoals EDA, 20 Hightower Place](#)



Co-Sponsored and Hosted by:

NAITA

North Alabama International Trade Association

25 Years - Going Global!

Register Online at www.aitc.ua.edu, or
Send this form to **Michael Brooks**, AITC,
via **email** to: mbrooks@aitc.ua.edu,
Fax to: 205-348-6974,
or Mail to: Box 870396, Tuscaloosa, AL 35487-0396.

Questions? Contact Mike (AITC) at 205-348-7621,
Nelda or Robert (USDOC) at 205-731-1331
If you cannot attend but would like to schedule
a one-on-one appointment to discuss trade
opportunities, please call or email us.