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Fireside Chat with Allyson Stewart-Allen: How to crack the US Market!

by Mayor's International Business Programme

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Fireside Chat with Allyson Stewart-Allen:

How to successfully crack the US Market!

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Date And Time

Fri, 17 July 2020
14:00 – 15:30 BST
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Location

Online Event



An opportunity to hear from one of our Mentors and gain some fantastic insights on strategically planning for your US expansion.

About this Event

In this facilitated Q&A session, we will discuss best practices for market entry into the US, and the right time for your UK business to expand into the US and what to expect from the US market in return.

Discussion points

- Best time to set up in the US
- Competing for US business
- How to strategically market your business in the US
- Preparing for a downturn and an upturn

More info on Allyson

A Californian based in Europe for 30 years, [Allyson](#) applies her international consulting experience, MBA education with Dr. Peter Drucker and languages to the company she founded, International Marketing Partners. A frequent keynote speaker, Allyson appears at several international conferences, is a Judge and Advisory Board member for the National Business Awards, Judge of the WeQual Awards and Mentor for the Mayor of London's International Business Programme.

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Webinars:

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Face to face events:

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Date And Time

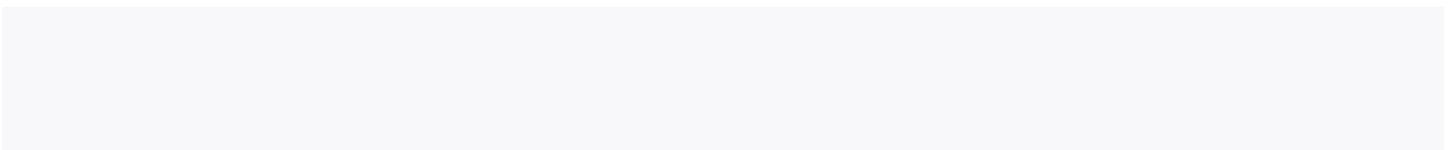
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Mayor's International Business Programme

Organiser of Fireside Chat with Allyson Stewart-Allen: How to crack the US Market!

The Mayor's International Business Programme is tailored to fit your specific international growth ambitions. An exclusive programme, it provides a bespoke mentoring scheme, delivered by leading entrepreneurs and business leaders; expert advice and workshops; targeted trade missions and access to live leads and opportunities.

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