



Sharing the Flame

Bournemouth

Do you want to break into the international market?

Bournemouth University invites you to a Masterclass on “**Going International**” on Tuesday 4th December 2007 at the Executive Suite, 3rd Floor, Bournemouth House, Business School, Bournemouth University, 19 Christchurch Road, Bournemouth, BH1 3LH.

Going International addresses the challenges businesses face when trying to develop an international presence. SMEs can find this challenge easier by working with others and recognising that they are already part of a larger team. This Masterclass looks at how internationalisation has evolved in recent years to focus on the creation of key business relationships and networks and how this can be used in the context of major events like the Olympics.

Our speakers are Dr Rhona Johnsen, Senior Lecturer at the Business School, Bournemouth University and Stewart Roxburgh, Project Manager, Scottish Textiles.

Rhona Johnsen is a Senior Lecturer in International Marketing Strategy in the Business School at Bournemouth University and a Visiting Professor at Jönköping International Business School in Sweden. Rhona has a PhD in marketing and has held executive positions in the public and private sectors, working with both small and large firms. Rhona's area of expertise is in internationalisation, business relationships and networks. She will share her experience of how smaller firms can internationalise effectively and develop strong business relationships and networks.

Stewart Roxburgh is an experienced marketing practitioner. Originally trained as a designer, Stewart has worked in a number of management roles in industry and as an international trade and project executive for Scottish Enterprise. Stewart has advised a large number of SMEs on internationalisation and marketing issues. He will provide guidance and practical examples of how SMEs can capture competitive advantages through internationalisation.

This Masterclass is delivered free to SME owners and their employees located in the South West of England and is part of European funded project.

Forthcoming **Sharing the Flame** Masterclasses also include: Why Marketing Matters and Bidding for Contracts. Further information about these sessions can be found at www.bournemouth.ac.uk/sharingtheflame

To register, please complete the form overleaf or visit our website.



Booking Form

Event	Going International
Venue	Executive Suite, 3 rd Floor, Bournemouth House, Business School, Bournemouth University, 19 Christchurch Road, Bournemouth BH1 3LH.
Date	Tuesday 4 th December 2007
Start time	4.00pm for 4.30pm (tea and coffee provided)
End time	7.30pm (includes buffet)
Location	Directions to the venue can be found at www.bournemouth.ac.uk/sharingtheflame
Contact	Jeanne Basley for more information on email: sharingtheflame@bournemouth.ac.uk

To book your place please complete the booking form below and email it to Jeanne Basley at sharingtheflame@bournemouth.ac.uk, or post to **Jeanne Basley, Sharing the Flame, the Business School, Bournemouth House, Bournemouth University, 19 Christchurch Road, Bournemouth BH1 3LH.**

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Special dietary or access requirements	