**Our Culture and Heritage – International Workshop**

**Action Plan Template**

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| **Company / Organisation name:** |  |
| **Contact name:**  **Email address:** |  |

**Overview**

Briefly explain what your organisation does, how long you have been established, number of employees and your export experience / international visitor experience to date (if any).

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**Your International Target Audience**

Describe your international target. Look at previous international customers / visitors. Be specific about the profile of your international customers (where do they come from, what age are they, what are they interested in? If the VisitScotland model is relevant, what type(s) of customer do you want to focus on?

**Market Research**

What are your key market research questions and how will you conduct this research?

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**Value Proposition for Your International Target Audience**

Does the product or service you offer need to be altered to meet international customers’ needs? How can you create a richer, more meaningful, more authentic experience for international customers? What facilities and services would improve the experience of international customers, meet their needs and generate additional sales? Can you collaborate with other local organisations and businesses to create a more interesting and exciting experience?

**Opportunities through Digitisation**

How can you use digital technology to reach your international target audience and enable them to enjoy our culture and heritage? Are there products / services you can make money from? What can you do quickly and cheaply? What would raise awareness of your organisation with your UK and international target audience and generate / maintain their interest?

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**Intellectual Property – Copyright and Trademarks**

What issues are important for your organisation or business and what actions do you need to take to ensure your IP is developed, managed and protected in the UK and internationally?

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**Your Route(s) to Market**

Given the nature of the product / service / experience you are offering and your international target audience, which route(s) of market do you plan to use to reach international customers?

Consider the options that are most relevant to you– how you can sell your services, selling online internationally, using agents or distributors, licensing foreign rights and/or working with travel trade intermediaries. What issues do you need to consider and what do you need to do?

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**Marketing to Your International Audience**

What do you need to do in order to reach your international target audience and market to them effectively? What do you need to do to develop your website and social media for your international target audience? What do you need to do to market to potential business partners?

**Legal Issues**

Do you need legal agreements with your international business partners? (e.g. an agency agreement, distribution agreement or contracts with publishers). What issues do you need to take into account and what do you need to do?

**Support from HIE and its Partners**

What support might you require from HIE and its partners?

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