



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada



How to Succeed at WBENC

Moderator: Mary Anderson, Executive Director WEConnect
Canada

Get ready Beth Pomper, Canadian Trade Commissioner

Your pre-WBENC strategy

Gain value Pat Williams, former Manager Supplier Diversity Burger King Corporation

Meeting expectations at WBENC

Follow-up Susan Baka, President Bay Communications & Marketing Inc.

Compelling communications to create valued connections

Tools Josie L. Mousseau, Department of Foreign Affairs and International Trade

Utilizing the trade mission toolkit

Q&A



Agence de
promotion économique
du Canada atlantique

Canada





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How to Succeed at WBENC

Canadian Trade Mission: WBENC 2011
Conference

Mandalay Bay Resort and Convention
Center

Canadian Delegates' Briefing & Networking on June 20,
2011

Register: <http://www.wbenc.org/wbencconf/>

