

MEET Workshops for Delegations and Trade Missions

BIO

Bill Kenney is a founder, convener, and connector. He has founded 8 companies. His current company, MEET (meetroi.com) helps international B2B growth companies soft land and scale quickly in the U.S. through trade shows and in-person events. Bill also recently launched the Soft Landing Preferred Partners (softlandpartners.com), a platform that connects market-entry companies with the "best fit" service providers to support their internationalization success. In the community, Bill mentors ventures globally. Bill engages audiences frequently with a relatable, actionable, and proven message that is changing business around the world. He speaks on a variety of topics, including entrepreneurship, networking, revenue generation, and community building. He leads several community building efforts in his home state, Connecticut, USA. He is an avid sailor, cyclist, and paddleboarder.



Previous speaking engagements include:

- Accelerator for BioSciences CT (ABCT)
- Advantage Human Resourcing
- American Institute of Chemical Engineers
- American Marketing Association
- American Society for Training and Development
- Assespro Nacional Conferência
- Association of Association Executives
- Baltimore Life
- British Telecom
- Business Showcase
- Carlin, Charron, & Rosen – CCR
- CenConn Credit Union
- Central Connecticut State University
- Central Massachusetts Business Expo
- Chamber Insurance Trust
- CIGNA
- Chambers of Commerce (100+)
- Collision
- Consulate General of Hungary
- CT Bar Association
- CT Business Expo
- CT Business Network
- CT Dev Startup
- CT Society of Association Executives
- CT Technology Council
- CT Women's Entrepreneurship Day
- Co.Starters Summit
- Cumulus Global
- Eastern CT State University
- ELabNYC
- eMerge Americas
- EntreFEST
- Entrepreneurship Foundation
- Etohum
- Execunet
- Exchange Club
- ForgeBVI
- Global Venture Alliance
- Great Blue Research
- Hacettepe University Technopark
- Hartford Business Journal
- Hub 55
- International Business Innovation Association (InBIA)

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- Invest-in-Bavaria
- LaunchHaven
- Liberty Mutual
- London Lord Mayor
- Maine Startup & Create Week
- MassChallenge
- MassMutual
- McCue Mortgage
- MDC CT
- Middle East Technical University & ODTU Technokent
- Mission Essential
- National Business Incubator Association (NBIA)
- Northeastern University
- Panera Bread
- ParanaTIC
- Real Estate Exchange, The
- reSET Accelerator
- Sacred Heart University
- Sandbox Entrepreneurship Summit
- Semafone
- Small Business Network, The
- Society for Human Resource Management
- Start in Bodrum
- Startup Champions Network
- Startup Istanbul
- Startup Port
- Startup Turkey
- Startup Weekend
- TD Bank
- The Walker Group
- TechSpring
- Techstars
- Textron Financial
- The Idea Circle for Women Conference
- UK Department for International Trade
- UP Global Summit
- University of California
- University of Connecticut
- University of Hartford
- University of Massachusetts
- University of New Haven
- University of Northern Iowa
- US Commercial Services
- US Department of Commerce
- US Small Business Administration
- Vialog
- Venturewell
- Venture Bridge
- Venture Hive
- Walker Systems Support
- Web Summit
- Western Massachusetts Business Expo
- Wireless Week
- Wireless Zone
- Wiremold Legrand

PRE-DEPARTURE

- **Setting the Table: Creating Your Trade Mission Success Plan**
 Most people that join a gym fail to get in shape and become healthy. This is not because the gym is lacking in facilities, equipment, or proper coaching. The failure comes from the member's lack of a plan and compliance with it.

Similarly, it is just as normal that delegation and trade mission participants return home with a sense that they could have gotten more out of the experience had they known certain things or been better prepared. This is not because the mission's lacked the appropriate contacts, resources, and opportunities. Rather, it is because the participants lacked their own personal plan and focused process.

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Making sure that all of the potential opportunity of a trade mission is realized is one of the most important early steps for successful market entry.

Workshop Outline:

- Orientation to the mission components
- Developing your goals
- How to get prepared
- Making the most of the in-country opportunity
- Mastering follow-up and setting next steps

● **Connecting with Investors: From 10-Seconds to 10-Minutes**

Whether you're pitching on the Main Stage, chatting to a potential investor at a Demo Day, or engaging an elevator companion your communication is essential to your success.

Pitch effectively and investors are compelled to take action. Miss the mark and your audience not only doesn't take action, but they also might become anti-sponsors of our idea and maybe even of you.

Overcome your fear and communicate in a way that will help you connect with investors. Create impact, clarity, and confidence. Learn how to get it right every time!

Workshop Outline:

- Getting started
- Investor centered
- It's the problem silly
- Making the "ASK"
- Putting it all together
- Handling questions like a pro
- The feedback loop

● **Standout in 30-Seconds: How to Make a High Impact Self-Introduction**

Networking has changed. Networking has accelerated. It is now broad and deep. It is in-person, online and viral. Networking is hyper-local and global. It is segmented and multicultural. It is portable and fluid. Schmoozing is superficial, ineffective and dead. You now have the power to connect and sustain more high-value relationships than ever before. Your network is the most valuable asset that you have.

Have you ever wanted to deliver a self-introduction that gets results? Well, here's your chance. Join us for this powerful workshop and learn how to make friends in any room.

Talking about themselves is one of the biggest challenges and opportunities that networkers face. A well constructed and delivered personal statement activates our peers to action. Overcome your fear and communicate in a way that will help you connect with any audience. Create impact and clarity with confidence.

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Workshop Outline:

- Know your purpose
- Different types for different audiences
- Craft the perfect script
- Deliver like a pro
- 3 words to NEVER use
- Making it perfect

DURING THE DELEGATION OR MISSION

- **SCALE NOW! Entering the U.S. Market and Gaining Traction Fast**

We have pressure to grow. The U.S. is a big market. There are so many go to market options. We need to gain traction quickly and have fast sustained growth. Who are the early adopters? Which events will be the most productive and how should we participate? What are the most effective value proposition and call-to-action for your target? Who are your main competitors? How do we differentiate versus the competition?

Does this sound familiar? These are just some of the issues and questions that we hear from companies who are looking to penetrate the U.S. market.

Join us for SCALE NOW, where we'll share specific strategies that will significantly improve your ability to gain traction quickly and sustain growth as you enter the U.S. market.

Workshop Outline

- Setting the table
- Common challenges
- High-leverage strategies for your success
- Your questions

Entering any new market comes with a variety of opportunities and challenges for growth companies. The U.S. market can be exceptionally attractive and overwhelming all at the same time. The number of marketing opportunities and channels in the U.S. is far more than any other country.

All too often, companies entering the U.S. waste all of their precious time and capital on low yield options. These companies do not generate the necessary traction and ultimately make an unceremonious market exit. To gain fast traction and reliable growth in the U.S., entering companies need exceptional strategy and execution.

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- **Tired of Wasting Time and Money on Trade Shows? 8 Keys to Improving Your Exhibiting ROI**

Are you frustrated by poor trade show performance? If so, you won't want to miss this webinar where we'll reveal the 8 keys to improving the return on your trade show investment.

Everyday business and sales executives complain about their poor ROI from trade shows. Utilized well, trade shows are one of the most efficient ways to fill the sales pipeline with quality prospects. Unlike many forms of marketing that are "passive," success in trade shows requires "active" engagement and participation.

Join us for this webinar where we'll discuss high-impact trade show strategies such as:

- Show and mode selection
- The attraction of volumes of quality prospects
- Effective team utilization
- Follow-up and conversion

Most important though, we want to answer your questions so please make sure that you come with a few.

- **Issues and Opportunities When Entering and Endeavoring to Scale in the U.S. Market**

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Topics to be Explored:

- Are you ready for US market entry? What are your strengths and gaps?
- What are the biggest mistakes companies make when entering the US?
- Do you need to adapt your messaging, marketing, brand name to the US market?
- What are the best models for entering the US?
- How do you get started?
- What resources are available to support our entry?

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