



**ASR SME Breakfast**  
**International B2B Marketing for Services**  
**- with guest mentor Toby Marshall**



Toby Marshall is leading our next SME Peer Mentoring Roundtable. He is an expert on Business to Business (B2B) marketing and author of ["Get Your Prospects Talking Back."](#) Having lived and worked in 7 countries he has a global perspective, and in particular he understands the needs of services companies.

The underlying theme of the Roundtable is how Marketing has changed dramatically in just a couple of years. Most importantly, the ability to leverage connections and cross-market with other SMEs can now provide unbelievable growth and opportunities.

The focus of this Roundtable is how you can profit from these changes to grow an international business. And in particular, how to leverage the complex dynamo: China

There are 3 core strategies to open global doors with limited resources...

1. Collaborating with other SMEs selling complementary products to yours: Halve your costs, broaden your solutions.
2. Tapping into the resources of those countries and provinces investing heavily to grow internationally. The ones most keen to provide facilities and connections. So, what do they need?
3. Activating the many Australian government resources: Austrade, EFIC, Associations, State Governments, City Councils and EMDGs. Give them what they need and assistance flows.

Toby will lead the discussion and there will be experts in the room with diverse backgrounds and skills who will be called upon to share their perspectives and answer your questions.

So come armed with questions and remember to bring at least 25 business cards - your new network will be in the room.

#### **Event Details**

Date: Wednesday 19 June 2017  
Time: 7:30 am to 9:30 am  
Venue: Cox Richardson Architects and Planners  
Level 6, 155 Clarence Street  
Sydney, NSW 2000