

February 17, 2021

Request a One-on-One Consultation

Presented by Bernard Burton and Greg Toole of Craft Alliance Atlantic

This is an exclusive offer for participants in *The Business of Wholesale and Exporting Craft* workshop series:

- To access this offer, participants must be pre-registered for two of the three workshops in the *The Business of Wholesale and Exporting Craft*.
- The offer to book a personal meeting with Bernard and Greg is available to 10 participants.
- There are two different consultations available to participants:
 - Wholesale & Export Discussion and Product Assessment
 - Digital Strategy Assessment
- Specific criteria for each consultation is noted below.
- Each session will be recorded and a copy given to the participant for future reference.

Please select one of the following topics:

One-on-One Consultations – Wholesale & Export

- Zoom Meetings – Limited to a Max. of 10 Consultations
- Session - 1 hour + recording

Export Consultation & Product Assessment: Personalized one-on-one (individual pre-arranged meetings) to discuss individual makers goals and challenges. Craft Alliance will utilize our Export Readiness Toolkit. Sessions will be a max. of 1 hour each and will review each makers plans for wholesale and/or export development, discussion around development ideas and recommendations. Craft Alliance will provide a recording of the session and recommendations to each participant.

One-on-One Consultations – Digital Strategy Assessment

- Zoom Meetings – Limited to a Max. of 10 Consultations
- Session - 1 hour + Follow-up Report and Recording and a copy of the Craft Alliance Digital Strategy Guide

During COVID-19 Craft Alliance has provided individualized consultations to craft producers on increasing their individual abilities in digital literacy. Whether that is through a revised or retooled website, enhanced shopping carts or other e-commerce, or simply a better understanding of how social media works and how to benefit from the many platforms and process that are possible on the internet. These sessions are individualized and held via a zoom meeting with our Digital Literacy Coordinator (DLC). These sessions are a max. of 1 hr, they include a digital assessment, research by our DLC and follow-up recommendations and a final Zoom meeting to discuss findings.

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