

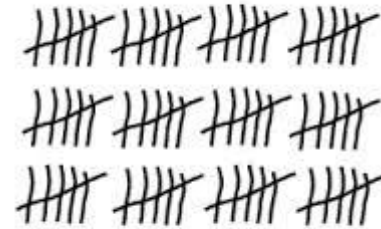
Digital Trade Services Q2 2015 Webinar

October 2015

Agenda

- Update on what's hot and what's not in Digital Trade Services
- UKTI Business Opportunities
 - Exporting is GREAT
 - Business Opportunities are GREAT !
- UKTI Webinars – 750 SDs from ONE Webinar
- UKTI OMIS – Targets
- Training – Dr Legg can help!
- AOB
 - Rugby World Cup Update
 - YOUR QUESTIONS!





Make sure your SDs are counted!

Your service deliveries from Biz Opps and Webinars only count towards your targets if they are entered onto CDMS

- Business Opportunities – when replying to customers also add their details and service delivery details to CDMS
- Webinars – when requesting a webinar from the team also fill in an event request form from the CDMS team
- Once the CDMS team have created your webinar SD you can add all UK attendees as SDs on CDMS
- Both forms are on Connect



Business Opportunities – figures for Q2

- **Published** – 3500 – 3% down on last year (3850)
- **Responses** – 1% up on last year (19,000)
 - 28% up v last month
- Number of **new registrations** – 21,000 since April 15
- 6 responses to every Business Opportunity
 - That's 6 Service Deliveries to every one – on average
 - High points – Qatar – 95 responses – Retail
 - Promoting heavily with external partners
- 9 OBNI's and 1 TCP now publishing
 - 63 OBNI Opps published – excluding CBBC
- Business Opportunities are NOT Tenders





UK Trade & Investment

Our Work With Multipliers is Delivering

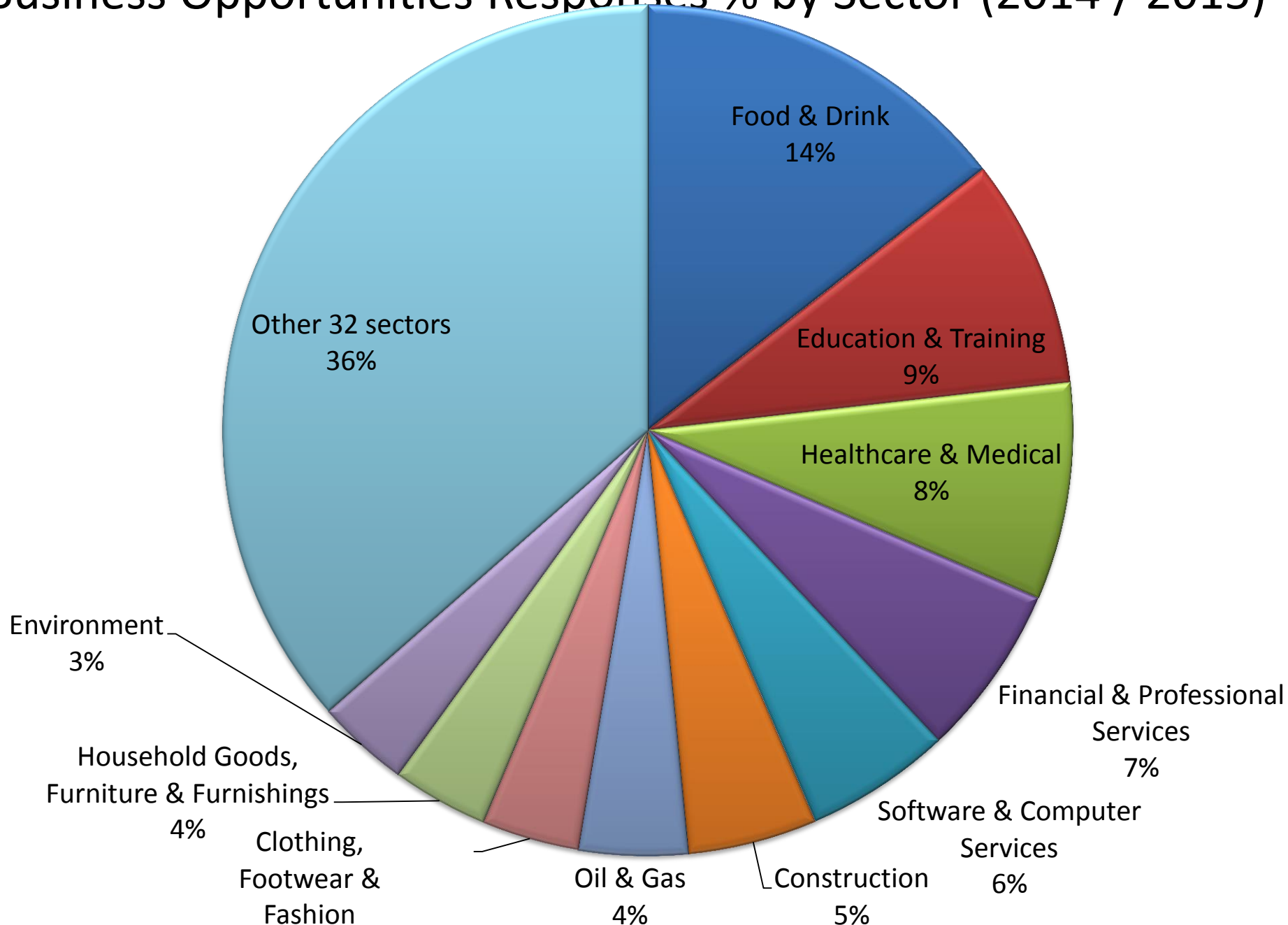




Exporting is GREAT

- £7 million campaign – T.V. from 8th November 2015
 - 4 YEARS of activity
 - 23 thirty second videos – REAL Opps – Celebrities ..
- NEW BIZ OPPS WEBSITE from November
 - Details and training at the end of the month
 - Communication from Lord Maude coming soon
 - Nicola Bolton's letter last month asking for Opps
- Biz Opps CENTRAL to the campaign – huge need for more Opps – QUALITY (AND QUANTITY) WE NEED BOTH.

Business Opportunities Responses % by Sector (2014 / 2015)





High-quality Business Opportunities - high-quality responses

- Best opportunities are ones where you can potentially add value
- Make sure it's meets the criteria for publishing
- Title and Teaser - informative and attention grabbing.
- Don't use jargon, legal language and non-English phrases eg 'inter-alia
- Provide enough information to let users decide whether it's worth registering their interest; i.e. **more than a just sentence**
- **ALWAYS REPLY TO COMPANIES**





Webinars – figures for Q2



- Numbers of webinars = +72% (227)
- Numbers of attendees = +150% (8600)
- Average number of attendees per webinar = 40 (+100%)
- “Happiness Factor” = 4/5
- September 79 webinars
 - 13 new countries ran a Webinar – keep on going
 - Over 3000 attendees in a month – same as in total 13/14
- High points – UAE / UKTI London – 82 / 751
- No1 in the WORLD!!



“LinkedIn to Export with UKTI” Webinar

- 1300 registrations
- 751 Attendees
- Work with External Companies
- Promoted by Email Marketing





OMIS Q2

- OMIS revenue only £1.43m which is **-39% down** on this time last year £2.35m
- 1049 delivered (down from 1547 or – 32%)
- UKTI's Executive Committee re-introduced OMIS targets from 16th Sept 2015;
- New targets have been issued
- OMIS remains UKTI's premium product which we know our customers want - we have to do better - so start now!



Thank you for listening!

Any questions?

Dates for your diary

Our next webinars:

21st Oct 8am or 28th Oct 4pm – NEW SITE TRAINING

15th Dec 8am or 16th Dec 4pm – 3rd Quarter Update

