



Department for
International Trade

Department for
International Trade



International Trade Week

October 31 – November 4, 2022

How to make the most of the week and get involved!



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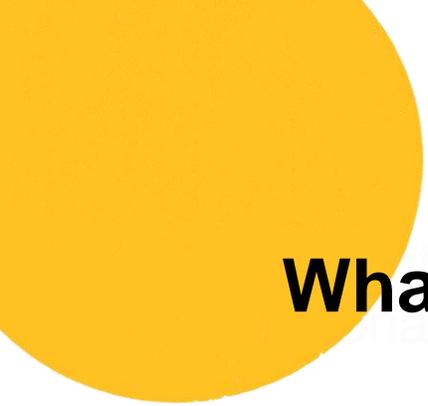
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Using this toolkit

This toolkit can help you make the most of International Trade Week 2022 and get involved. We hope you use it to:

1. **Share information** with your members and networks
2. **Create content** to promote International Trade Week in the press, on social media or your internal platforms before, during and after the event
3. **Find useful information** on some of the initiatives that the Department for International Trade is working on



What is International Trade Week?

International Trade Week is back!

Organised by the Department for International Trade, the week of business and sector-led activities, showcasing events and workshops is available to businesses of all sizes and all sectors, across the UK, free of charge.

- The Department for International Trade is committed to helping UK businesses seize international trade opportunities. The week will help businesses learn more about selling globally, understand investment potential in the UK and connect with trade industry experts.
- It is aimed at businesses who are looking to maximise their global potential, giving them the advice, and confidence, they need to take the next steps to grow their business and access new international markets.
- Businesses will be able to use the International Trade Week website to build their own programme of events across the week, with both virtual and in-person opportunities available.
- The **event sign-up page** can be found [here](#).

What is International Trade Week?

Events taking place as part of International Trade Week 2022 will focus on four key themes:



How to trade



**Green trade and
finding investment**



**Trade as a force
for good**



**Finding your market –
global opportunities**

For the first time the week will also include a Green Trade and Investment Expo taking place in the North East; the event will help to focus conversation on how business can support the transition to a green economy and the opportunities that stem from this.



Get involved!

We want to work with partners across the UK on events and useful content for businesses before, during and after International Trade Week.

The next slides explain how we can work together.



Host an event

We are delighted to be working with a number of partners on events for International Trade Week 2022. Although the website has launched, there is still time to upload events ahead of the week – so get in touch if you have any ideas!

Events can be virtual, hybrid or in-person. If you would like to host an event, or if you're interested in partnering with DIT on one, please email externalaffairs@trade.gov.uk to discuss your ideas.

The External Affairs team will work with you to develop the idea. To be listed on the website, we'll need to know:

- Event title (no more than 10 words)
- Timings (proposed date and time)
- Planned format (e.g. MS Teams, WebEx or in person)
- Location (if relevant) or joining link (if virtual)
- Short description (50 words)
- Relevant contact details



Post about #TradeWeek on social media

The hashtags **#TradeWeek** and **#SoldToTheWorld** will be used in the run-up to and throughout International Trade Week.

Our social channels will spotlight on announcements made throughout the week as well as resharing relevant news stories and content related to International Trade Week or the Department.

You can support us by:

- Tagging DIT accounts with any International Trade Week activity you're undertaking
- Sharing International Trade Week posts from DIT channels

Tag us!

Twitter - [@tradegovuk](https://twitter.com/tradegovuk)
LinkedIn – [Department for International Trade](https://www.linkedin.com/company/department-for-international-trade)
Instagram - [@uktrade](https://www.instagram.com/uktrade)
Facebook – [@UKTrade](https://www.facebook.com/UKTrade)

Find out more:

LinkedIn - [Event page](#)



Use our social media assets

Help to drive businesses towards the website and showcase your involvement with a range of ready-made social media assets.

The **event sign-up page** can be found [here](#) and:

- You can download a Header image to update your business pages across LinkedIn, Twitter and Facebook [here](#).
- Click [here](#) for a range of header images that can be used across your personal LinkedIn, Twitter and Facebook profiles.
- You can download a profile picture overlay for LinkedIn [here](#).
- You can download a social media asset to promote that you're attending International Trade Week or hosting an event [here](#).

If you have any questions or feedback on using our social media assets, please email ukmarketing@trade.gov.uk



I'M HOSTING AN EVENT AT
**INTERNATIONAL
TRADE WEEK**
31 OCTOBER - 4 NOVEMBER 2022





Email Signature Examples



Email Template Example

**Title goes here
in two lines**

Invitation

Date:	Friday 21 Jan
Time:	6:30pm* – 8:30pm*
Where:	Royal Academy of Arts, Burlington House, Piccadilly, London W1J 0BD
Cost:	Free to all companies

Use our email assets

Let others know you're participating in International Trade Week 2022 or invite colleagues and clients to attend.

- You can download pre-made email templates. Click [here](#) for Windows OS templates. Click [here](#) for Mac OS templates.
- You can download an Email signature image [here](#).



Tell us if you're planning any trade-related announcements

- We're interested in hearing from you about relevant announcements that could be made during the week. For example, this could include:
 - The launch of new research
 - A new report on trade agreements, exporting or investment
 - New funding or awards for business
 - A new export or investment win

Next steps: Drop our External Affairs team (externalaffairs@trade.gov.uk) an e-mail with information about the potential announcement, and our social team could potentially amplify it.



Write and share thought leadership

Share thought leadership about exporting, based on your organisation's expertise, market or sector. Before you write anything, please get in touch to share your ideas.

The following might be helpful:

- **Word count:** We recommend no more than 450 words.
- **Platform:** Post on an individual's or organisation's LinkedIn channel as an article. DIT social channels can then potentially share.

Next steps: Before you start, please let External Affairs (externalaffairs@trade.gov.uk) know if you have any ideas for thought leadership. The team will be able to support you.



Film a short vlog

Share expert advice and insight on exporting via quick selfie videos taken on your mobile.

- **Length:** We recommend 30 seconds to 1 minute.
- **Background:** Film it in the office or at home, taken vertically, facing light.
- **Platform:** This will depend on the video.
- **Previous example:** <https://brand.great.gov.uk/bms/?link=5C9EB1AE>

Next steps: Before you start, please let External Affairs (externalaffairs@trade.gov.uk) know if you have any ideas for vlogs. They will be able to advise on whether the video could be shared on DIT channels, with our content and digital team helping with the edit if it is taken forward.





Resources that can support you

The following slides contain information about some of the work the Department for International Trade has been doing to help businesses seize international trade opportunities.

You are welcome to draw on this information when drafting posts for social media, thought leadership or content to support International Trade Week.



Export Strategy: Made in the UK, Sold to the World

During International Trade Week 2021, the Government launched the **Export Strategy**, to support businesses to start and grow their exports. Across International Trade Week 2022, we will showcase key initiatives from the Strategy and hear from business about their work to support it.

The strategy is designed to focus on the barriers faced by UK exporters, particularly SMEs, such as costs, lack of knowledge, and constraints in capacity and networks, which are often cited as issues.

One year on, the **Export Strategy** remains the key framework through which we deliver for exporters. Through the Strategy's **12-point plan**, which includes launching new services such as the **Export Support Service** and initiatives like the **Export Academy**, we have set a clear direction of travel to ensure the UK's support services for exporters meet a changing trading landscape and encourages UK businesses to seize the opportunities secured through our new Free Trade Agreements .

We are committed to working together with business, to *Race to £1tn exports* as fast as possible, and to help them to succeed in the global marketplace through a first-class export support framework that will support jobs and economic growth across the UK.

The **UK Export Academy** has received over 10,000 registrations from potential exporters and delivered over 850 events to help SMEs succeed in international markets

Provided over £28m of support to SMEs across England, helping 4,000 businesses overcome barriers to internationalisation and boost their trade overseas

The **Export Support Service** is the first point of contact for UK businesses with queries about exporting. The service currently covers Europe, provides critical support for businesses trading with Ukraine and Russia and will expand to cover markets all over the world.

We have established **Trade and Investment Hubs** in Cardiff, Belfast and Edinburgh

We have launched the new **UK Tradeshow Programme** to support SMEs from across the UK to utilise and attend international tradeshows overseas, supporting access to over 100 events worldwide



Helping businesses use trade deals and new market access opportunities

The UK Government has agreed trade deals with 71 countries plus the EU. Businesses can use most of these deals right now to sell products and services abroad. We are developing a new communications campaign to help UK businesses fully utilise and benefit from these new opportunities.

This summer and autumn, we are publishing a series of explainer content aimed at UK businesses on social media, including: [Launch post](#) | [Types of trade explainers](#) | [Thought leadership](#) | [Trade deal explainers](#)

How you can support

- Please amplify our social media assets on your channels and watch out for more content
- Please let External Affairs (externalaffairs@trade.gov.uk) know if you would like to get involved with supporting the campaign or social media content on the topic of using and benefiting from trade deals and market access opportunities.



Contact us

To discuss events, announcements or communications ideas, please email: externalaffairs@trade.gov.uk

For general enquiries about International Trade Week or for technical support for your event, please email: ITWsupport@trade.gov.uk