



## Agenda

8 a.m.–9 a.m.	Registration	
9 a.m.–9:30 a.m.	Welcome and Introductions	Scott Cagle and Bill Herndon
9:30 a.m.–10:30 a.m.	Business Basics (websites, electronic payment methods, business cards, accounting, record-keeping, etc.—stuff you need BEFORE YOU CAN MARKET!)	Scott Cagle
10:30 a.m.–11 a.m.	Branding Your Product: Why It's Better than Others; Cooperative Agreements	Rachael Carter
11 a.m.–11:30 a.m.	Food Safety Registrations, Requirements, Costs, and How to Meet Them	Juan Silva, MSU Extension
11:30 a.m.–12 p.m.	Getting Help from the State to Find Markets: MS Market Maker, Make Mine MS	Susan Lawrence, MDAC
12 p.m.–1 p.m.	Lunch (Catered)	
1 p.m.–1:30 p.m.	Overseas Market Help I: What Buyers Want	Vickie Martin, MDA
1:30 p.m.–2 p.m.	Overseas Market Help II	Susan Lawrence, MDAC
2 p.m.–2:30 p.m.	Building Relationships with Buyers	Glen Fierrie, U.S. Commercial Service
2:30 p.m.–3 p.m.	Shipping and Rail Service	Johnathan Daniels, State Port Director
3 p.m.–3:30 p.m.	Banking and Insurance, EXIM	Aerek Stephens, EXIM Bank
3:30 p.m.–4:30 p.m.	Roundtable Discussion	All Presenters
4:30 p.m.–5:30 p.m.	Visit with Vendors	
5:30 p.m.–6:30 p.m.	Social Hour (on-campus, so it will be rated PG!)	
6:30 p.m.–8 p.m.	Keynote Supper and Speaker	Mike McCormick, President, MS Farm Bureau

**NOTE: Speakers, topics, and times are subject to change.**



## Agenda

8 a.m. Workshops Begin

### Webinar & Workshop Topics

- Cyber Security/Safety (including “fake news”)
- The Importance of an Online Presence
  - Benefits of the Digital Advance and e-Commerce
  - Creating and Maintaining a Business/Organization Website
  - Using Wix, Weebly, or WordPress
- Using Social Media Platforms
  - Facebook (Profiles, Pages, and Groups)
  - Twitter
  - Instagram
  - Pinterest
  - SnapChat
  - YouTube
  - Hootsuite (for social network and website cross-promotion)
- Using Mobile Commerce
  - Mobile Apps
  - Text Message Marketing
  - Mobile Payment Processors

Workshop content developed by the Mississippi State University Extension Center for Technology Outreach.

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