



Department for
International Trade

Department for
International Trade



International Trade Week

Business Toolkit





Using this toolkit

This toolkit is to help you make the most of International Trade Week (Nov 15-19). We hope you use it to:

1. **Share information** with your members and networks
2. **Create content** to promote International Trade Week on social media or your internal platforms
3. **Find useful links** to resources including our International Trade Week Survey, which you can send to your networks after events





What is International Trade Week?

- The UK's first International Trade Week is here. The ambitious week of business and sector led activities, showcasing events and workshops is available to businesses of all sizes and all sectors, across the UK.
- The week (15th – 19th November) will help businesses learn more about selling globally and connect with trade industry experts. It is aimed at businesses who are interested in exporting, or who wish to maximise business growth via exporting, giving them the advice and confidence they need to take the next steps to grow their business.
- Businesses can build their own programme of events across the week, with both virtual and in-person opportunities available.
- The Department for International Trade (DIT) is committed to helping UK businesses seize international trade opportunities. Exports are central to the Government's ambition to level up every part of the UK and help businesses build back better.





Made in the UK, Sold to the World campaign

This new, bold export promotion campaign is being launched during International Trade Week and will support our objective of inspiring and encouraging more businesses to export for the first time or expanding their exports by creating a sense of an exciting national opportunity.

- The campaign will act as a platform for all our export promotion activity and will feature the stories of regional SME heroes that are already seeing enormous success in terms of business growth through selling internationally.
- UK businesses manufacture, design, engineer, create and make great products and services. And we sell them around the world. So, this campaign will harness the UK's exporting potential, ensuring UK businesses with a product or service that could be exported are aware of the opportunity and benefits of exporting, with a call to action 'let's get exporting'.
- The campaign will be highly visible during International Trade Week and the following weeks through billboard advertising, national and regional print, social media, and search.





Social media

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

Social channels will highlight some of the announcements made throughout the week as well as resharing relevant news stories related to International Trade Week or the Department. We also encourage Instagram and Facebook stories throughout the week and plan to reshare where appropriate.

We'll be engaging with businesses on social throughout the week. If you're posting about International Trade Week, we'd love for you to tag our accounts:

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





Assets

- Marketing materials are available for you to use before and during International Trade Week.
- Assets can be found [here](#) (Google Drive).
- You can also create your own MP4 for social using our [Canva template](#).





Get involved

We want to work with our partners to develop and share useful content on exporting for UK businesses before, during and after International Trade Week.

Remember to include **#TradeWeek** within your posts and tag our social media handles.





Announcements

Tell us if you are planning any trade-related announcements – for example, if you are launching new research or a new report

- **Next steps:** Drop our External Affairs team (externalaffairs@trade.gov.uk) an email with information about the announcement and any relevant links, and our social team could potentially amplify it.





Thought leadership

Share thought leadership about exporting, based on your organisation's expertise, market or sector.

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:** Please let External Affairs (externalaffairs@trade.gov.uk) and Katie McDonald (katie.mcdonald@trade.gov.uk) know if you have any ideas for thought leadership.





Vlogs

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

The following might be helpful:

- **Length:** We recommend 30 seconds to 1 minute.
- **Background:** Film it in the office or at home, taken vertically, facing light.
- **Platform:** Send your videos to DIT using the contact details below and we might post them on our Instagram or Facebook channels.
- **Next steps:** Please let External Affairs (externalaffairs@trade.gov.uk) and Katie McDonald (katie.mcdonald@trade.gov.uk) know if you have any ideas for vlogs.





Useful links

Events

- The **event sign-up page** can be found [here](#).
- Promote your event by **sharing** the [LinkedIn event link](#).
- **Create your own MP4 for social** using our [Canva template](#).
- **Ask for feedback** using our [International Trade Week survey](#). This should be sent to participants after events you are hosting or can be shared with your networks.

Press releases

- **New press releases** will be uploaded [here](#). Announcements will be made during the week.
- The **press release announcing International Trade Week** can be found [here](#).





Contact us

For general enquiries about International Trade Week, please email:

internationaltradeweek@trade.gov.uk



