

**Europe webinar title: "Building Resilience: Maximising Digital Opportunities"**

**Date: Wednesday 21st October**

**Time: 12pm UK time**

When economies reacted to the pandemic in March 2020, countries and communities went into lockdown, effectively shutting down areas in industry that could not pivot quickly enough to work from home. In the ensuing months, companies turned to digital for communications, business processes, delivery of services and general continuity of their business operation. The new *Work From Home* meant that digital was the way forward, and many WOBs/SMEs - agile and innovative - grasped the opportunity and immediately started looking at the digital transformation of their operations.

For those that were already operating in that space, this was a continuation of their existing business model. For others, it was a fast forward into a new way of working, entering a digital market space which is dynamic, fast, exciting, borderless and highly competitive.

Even before the pandemic, digitalisation and digital tools have proven that they can benefit SMEs. They provide businesses with key competitive advantages: reducing costs, standardising and automating business processes and opening up borderless markets which were otherwise hard to get into. However, as many are finding out, going digital is not simply having a website and hosting a zoom webinar. This webinar will address what we need to consider as WOBs and SMEs in order to maximise those advantages and build resilience in our businesses.

**Key Learning Points:**

- Overview of the digital environment
- Understanding how the pandemic has affected the buying process and customer behaviours
- The importance of a strategy and roadmap to build resilience to weather the economic downturn
- The digital customer journey and experience
- Effective Digital Engagement with stakeholders

**Who is this for:**

- Organisations that understand the need to create a roadmap that will help them maximise digital opportunities
- Owners of companies who are struggling to adapt to a digital environment while still delivering value
- Business owners that want to implement a digital transformation in their business operation
- Business owners that are considering approaches for business development in a hybrid

**Register online:**

You can register for this free event online at <https://weconnect-building-resilience.eventbrite.co.uk>

**Our presenter:**

[Noreen Cesareo](#) is an International Trade, Strategy, Marketing and Communications specialist with a background in international private sector and enterprise.

She is the principal consultant of a UK-based international advisory consultancy she set up in 2007 called [Market](#)

[Accents](#), a WEConnect International certified women's business enterprise. The business serves as a platform for her to engage with clients on projects of varying sizes within value and supply chains, at times working in collaborative partnerships with other SMEs and larger organisations.

Through Market Accents, she works with businesses to help them develop thought leadership and strategic marketing direction, giving them the tools to find their voice, hone their brand and own their unique space in their chosen markets. Their current focus is getting #MarketReady, harnessing digital to maximise opportunities for growth.

**LINKS:**

<https://weconnect-building-resilience.eventbrite.co.uk>

<https://www.linkedin.com/in/noreencesareo/>

<https://marketaccents.com/>