



Want to increase your confidence and conversions when pitching your business?

The Australian Defence Export Office, in partnership with Marketing Entourage, have created a pitch training program specifically for businesses looking to export defence and dual use goods and services. This training is fully subsidised for Australian Defence Industry businesses.

Learn the key components of a great pitch through this marketing training:

- Understand the key components of a great pitch and get 'buy in' to what you're doing
- Understand how to adjust your pitch for foreign militaries and international defence businesses, including Primes
- Get better at delivering your pitch in all circumstances, especially online
- Learn how to tailor your messages to help you stand out from the crowd
- Understand how to create a memorable brand
- Build confidence in delivering a great pitch with thorough preparation

Australian Defence Industry businesses are encouraged to apply by registering their interest at the link below. Multiple people from the same business can be included as a single application. Limited spaces are available on each cohort and the ADEO will prioritise businesses who have recently participated in an industry delegation with [Team Defence Australia](#).

[Register today](#)

