

**'PREPARE FOR BREXIT' CAMPAIGN SCHEDULE**

PHASE 1 CAMPAIGN DATES	AUDIENCE	CALL TO ACTION	LINKS	SAMPLE TWEETS	ADDITIONAL CONTENT
1 October – 31 October	All Scottish businesses (Scotland wide)	<ul style="list-style-type: none"> <li>• Drive traffic to 'Prepare for Brexit' pages on SE.com</li> <li>• Encourage engagement with Export Advisory Service and International Market Research Service</li> </ul>	<p><a href="https://www.scottish-enterprise.com/learning-zone/business-guides-and-webinars/components-folder/business-guides-and-webinar-listing/prepare-for-brexit-toolkit">https://www.scottish-enterprise.com/learning-zone/business-guides-and-webinars/components-folder/business-guides-and-webinar-listing/prepare-for-brexit-toolkit</a></p> <p><a href="https://www.scottish-enterprise.com/learning-zone/business-guides-and-webinars/components-folder/business-guides-and-webinar-listing/brexit-checklist">https://www.scottish-enterprise.com/learning-zone/business-guides-and-webinars/components-folder/business-guides-and-webinar-listing/brexit-checklist</a></p>	<p>Are you prepared for Brexit? Check out this useful toolkit to help guide you through the process #PrepareForBrexit LINK</p> <p>'Prepare for Brexit' - a useful toolkit to help companies grow in EU markets and beyond #PrepareForBrexit LINK</p> <p>Preparing for Brexit? Have you checked out this 15 point Brexit checklist? #PrepareForBrexit LINK</p> <p>Concerned about Brexit? Then contact an export advisers to talk through how it could impact your business #PrepareForBrexit LINK</p> <p>Helping companies prepare for Brexit is a priority for us. Check out this 15 point checklist or make an appointment with an export adviser to chat through how you might be affected and</p>	<i>To follow</i>

				what support may be available LINK	
1 October – 5 November	New and existing exporters	<ul style="list-style-type: none"> <li>Encourage ScotExport event registrations</li> </ul>	<a href="https://www.eventbrite.co.uk/e/scotexport-2018-tickets-50396438103?eboga=2044523908.1497276793">https://www.eventbrite.co.uk/e/scotexport-2018-tickets-50396438103?eboga=2044523908.1497276793</a>	<p>#ScotExport 2018 conference in Glasgow on 6 November – Get set. Connect. Go global. Registration now open LINK</p> <p>Register for #ScotExport 2018 and let us support you to trade internationally – Glasgow 6 November LINK</p> <p>Make new connections to fast-track your exports at #ScotExport 2018 in Glasgow 6 November – Book now LINK</p> <p>Get set. Connect. Go global. Book your FREE ticket to #ScotExport 2018 Glasgow 6 November LINK</p> <p>Fast-track your business at home and abroad – join us at #ScotExport 2018 in Glasgow 6 November LINK</p> <p>Ambitious to grow your business internationally? Make the right connections at #ScotExport 2018 in Glasgow 6 November LINK</p>	<i>To follow</i>

PHASE 2 CAMPAIGN DATES	AUDIENCE	CALL TO ACTION	LINKS	SAMPLE TWEETS	
2 November – 14 December	All Scottish businesses (Scotland wide)	<ul style="list-style-type: none"> <li>• Drive traffic to 'Prepare for Brexit' pages</li> <li>• Encourage engagement with Export Advisory Service and International Market Research Service</li> <li>• Complete Brexit Diagnostic</li> </ul>	<i>To follow</i>	<i>To follow</i>	<i>To follow</i>