CONSULATE GENERAL OF GREECE IN NEW YORK

OFFICE OF ECONOMIC AND COMMERCIAL AFFAIRS

GOING GLOBAL

Make Your Value Clear. Build Trust. Build a Bridge to the U.S. Market

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A **practical 60-minute webinar** for Greek entrepreneurs and business executives preparing to engage with the U.S. market,

presented by **Michael J. Jordan**, a New York-based **Global Communications Specialist, International Journalist and Visiting Journalism Professor**

Entering a new market takes more than a strong product or service. It takes the ability to communicate your value, earn confidence, and make meaningful business connections. This session focuses on the practical communication skills that can help your company present itself effectively in the United States.

WHAT YOU'LL TAKE AWAY

01 **Make a strong first impression.** Introduce yourself and your company with a clear, persuasive 60-second pitch.

02 **Communicate your competitive advantage.** Show what sets your company apart and tailor your message to U.S. customers, investors, and business partners.

03 **Build credibility with evidence.** Support your business claims with concrete results, verifiable evidence, and relevant examples.

04 **Tell your company's story.** Shape a clear, engaging narrative that communicates your value and makes your presentation memorable.

05 **Make the most of business opportunities.** Apply effective communication techniques at networking events, trade missions, conferences, and investor meetings.

THE 60-MINUTE SESSION

5 minutes	Welcome remarks and introduction by the Head of the Office of Economic and Commercial Affairs, Consulate General of Greece in New York
40 minutes	Going Global presentation
10 minutes	Interactive Q&A on participants' questions and practical communication challenges
5 minutes	Closing remarks

Thursday, December 10, 2026 at 10:00 a.m. (17:00 Greece)

Presented by the Office of Economic and Commercial Affairs
of the Consulate General of Greece in New York