

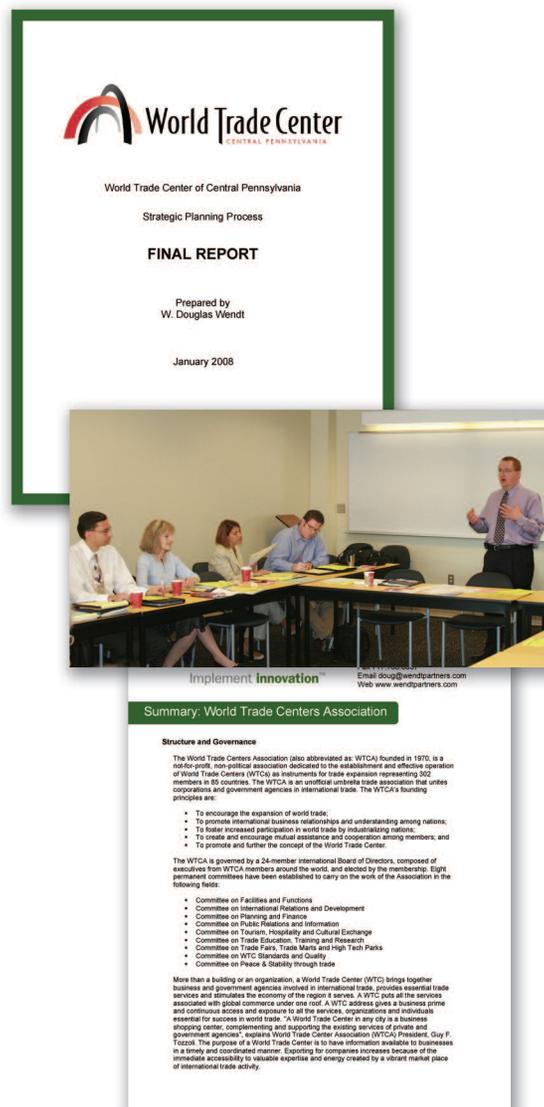


Situation

Success in global trade relations requires a vast array of skills and services—from export financing and international sales assistance, to language and cultural training and direct foreign investment services. As a member of the World Trade Centers Association, the World Trade Center of Central Pennsylvania is part of a global business development network spanning 91 countries. As part of its focus on creating global opportunities for member companies, the World Trade Center has aggressively expanded its marketing efforts to reach out to more companies.

Strategy

In order to support its development plans, the World Trade Center retained Wendt Partners to assist with planning and organizational strategy. During the process, Wendt Partners analyzed the organization’s messages, benchmarked its value proposition and researched its positioning to help ensure maximum success in the organization’s growth.



strategic consulting

branding & messaging

organizational development

integrated communications



advise

design

engage

deliver

“Wendt Partners gave us a solid foundation and provided outstanding facilitation for our strategic planning session. Our board members felt that they had been well informed, well prepared, and carefully listened to. As a result, we were more effectively positioned to develop our strategic plan to move our organization into the future.”

■ **Tina Weyant**

Executive Director
World Trade Center of Central Pennsylvania

Solution

Wendt Partners performed a pre-planning survey and benchmarking analysis, and facilitated a board planning retreat that helped to define key priorities for the organization. The firm also assisted in determining how the organization could reach out to even more companies while continuing to expand its highly competitive and valuable service offerings. As a result, the World Trade Center has successfully expanded its marketing program and reached more companies with its message. “Wendt Partners gave us a solid foundation and provided outstanding facilitation for our strategic planning session,” says Tina Weyant, Executive Director. “Our board members felt that they had been well informed, well prepared, and carefully listened to. As a result, we were more effectively positioned to develop our strategic plan to move our organization into the future.”

Sectors

Association, Business-to-Business, Economic Development

Services

Strategic Consulting, Organizational Development

wendt Partners

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