



Australian Defence Export Office Pitch Training Program

Refine your pitch and messaging and build awareness for your business

The Australian Defence Export Office, in partnership with 25eight, have created this pitch training program specifically for those businesses that are looking to export defence and dual-use goods and services.

This highly impactful program helps participants develop a structured and memorable pitch and gain the confidence to deliver it to different audiences in different situations.

This program has been designed for those with busy schedules and requires a commitment of approximately 2-3 hours a week to get the full value for your business.

You'll learn:

- The key components to a great pitch and get 'buy-in' to your company's mission
- How to adjust your pitch for foreign militaries and international defence businesses, including Primes
- How to adjust your pitch to different circumstances, but especially online
- Tailor your messaging so that you differentiate yourself from your competitors
- How to create a memorable brand

Each cohort contains 20 defence related businesses and takes approximately eight weeks to complete. The first five weeks are delivered with a combination of online micro-lessons and weekly virtual mentor sessions before you receive 1:1 mentor sessions to refine and develop your pitch video for submission in the eighth week.

This program is fully subsidised for eligible businesses. There are several cohorts scheduled throughout the year. Please complete the EOI and choose your preferred cohort start date. Your eligibility will be assessed and you will be contacted with the next steps.

Submit your EOI here www.25eight.co/adeo-pitch-training-program-eoi



Scan the QR code
to find out more and
to register

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