



GO TEXAN EXPO AGENDA

Day 1 – Tuesday, November 2, 2021

12:00 pm – 5:00 pm	Expo
5:30 pm – 7:00 pm	Welcome Reception

Day 2 – Wednesday, November 3, 2021

8:30 am – 4:00 pm	Expo Opens
9:00 am – 10:00 am	Workshop I: Creating Engaging Content on Social Media Chet Garner -The Day Tripper, Social Storytelling
10:00 am – 10:15 am	BREAK
10:15 am – 11:15 am	Workshop II: GO TEXAN COVID19 Recovery and Growth Project Anabel Guerra, Project Coordinator, UTSA SBDC International Trade Center Richard Rayne, Sr. International Business Advisor, UTSA SBDC International Trade Center
11:30 am – 1:15 pm	BREAK FOR LUNCH
12:15 pm – 1:15 pm	GO TEXAN Overview & Opportunities Lindsay Baerwald, Director of Marketing & Outreach, Texas Department of Agriculture – GO TEXAN
1:15 pm – 2:15 pm	Workshop III: What a Business Needs to Know to Sell Internationally Prashant Lyer, McLane Global
2:15 pm – 2:30 pm	BREAK
2:30 pm – 3:30 pm	Workshop IV: Opportunities for GO TEXAN Partners at HEB Rovey Gutierrez, Senior Sourcing Manager, H-E-B
4:00 pm	Expo Closes