

# Doing Business in Ghana – educational case study

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# Introduction...

- **Experience**  
FT, 20 years in education, 12 years with West Africa
- **Qualifications**  
MBA how parents choose a school
- **Accreditation**  
BSA accredited educational consultant
- **Focus**  
Based in the UK for best available in the UK
- **Exhibitions and Webinars**  
Events for Nigeria & Ghana with the DIT



# Overview

## 1. Partnerships

Importance of working with DIT and British Council

## 2. Exchange

Sharing your goals, values and what you can offer

## 3. Message

Appropriate branding and communication

## 4. Networking

Format for events, meetings, online webinars

## 5. Follow up

Nurturing relationships – tone and technology



# 1. Partnerships

## Importance of working with DIT, British High Commission and British Council

- **Understand the opportunities**
- **Visas, travel, accommodation**
- **Practical support and advice**
- **Research and networks**
- **Social media and mailing lists**
- **Market intelligence**
- **Umbrella of reassurance**



# 2. Exchange

Sharing your goals, values and what you can offer

- **What you can do for Ghana**
- **Genuine relationship**
- **Clear and focussed**
- **Elevator pitch**
- **Benefits not features**
- **Small steps**



# 3. Message

## Appropriate branding and communication

- **Getting into the mind and heart of your customer**
- **Getting into the Ghana media and social networks**
- **Appropriate communications**



# 4. Networking

## Format for events, meetings, online webinars

- **VIP Reception**
- **Presentations and Seminars**
- **Visits and meetings to site or hotel**
- **Webinars**



# 5. Follow Up

## Nurturing relationships – style and technology

- **Point of contact - senior**
- **What to use and when - WhatsApp, Zoom/MS Teams, Email, Don't forget the phone!**
- **Tone - Remaining aware of cultural etiquette**



“I really wanted to thank you Mark as parents – we have not met a counsellor like you. It struck me how you facilitated the whole process with your personal touch. It was a delight and great pleasure to meet you. We truly appreciate your support. Thank you very much.”