

EXPORT STORYTELLER

ELEVATE YOUR EXPORT MARKETING WITH
BRAND NEW ZEALAND

THE CHALLENGE

Aotearoa New Zealand's reputation is a powerful asset, however turning it into meaningful advantage takes clarity and confidence.

- How do you leverage **Brand New Zealand** in a way that strengthens your own brand?
- What story will resonate most with your customers?
- What gives your business a genuine point of difference in global markets?
- How do you align brand, marketing and leadership to drive sustainable export growth?

Export Storyteller helps you answer these questions.

WHY EXPORT STORYTELLER?

Delivered by **New Zealand Story** and the **FernMark Licence Programme**, Export Storyteller brings together New Zealand's leading marketing thinkers and practitioners to help exporters build confidence and clarity in their brand story – strengthening relevance and preference in international markets.

Export Storyteller helps exporters to:

- Make confident, informed brand and marketing decisions
- Align leadership teams around a clear export narrative
- Strengthen customer trust and differentiation
- Translate brand strategy into commercial growth



A CONNECTED SUITE OF PROGRAMMES

Export Storyteller is designed to support exporters at different stages – from senior leadership development through to practical skills-building and fresh, applied insight. Wherever you are on your export journey, there's an Export Storyteller programme to help you sharpen your story, strengthen trust, and grow with confidence.

There are three programmes based on business needs.





EXPORT STORYTELLER GOLD WORKSHOPS

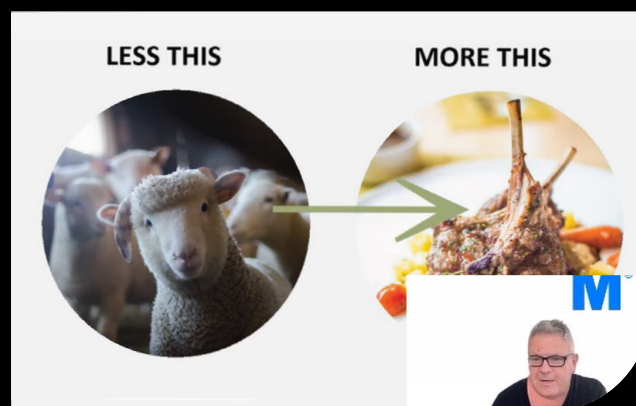
STRATEGIC BRAND CLARITY FOR ESTABLISHED EXPORTERS

Export Storyteller GOLD is FernMark's cornerstone marketing programme and an exclusive benefit for Licensees. It's a co-funded programme delivered over four months (online and in-person), designed for established exporters and requiring active, senior leadership commitment.

Best suited for:

Established exporters seeking transformational brand impact.

Learn More: Visit the [Export Storyteller website](#) or email exportstoryteller@nzstory.govt.nz.



EXPORT STORYTELLER GROWTH WEBINARS

BUILD ESSENTIAL MARKETING CAPABILITY FOR EXPORT SUCCESS

Built on the success of GOLD, Export Storyteller GROWTH is a dynamic expert-led online programme that equips your business with the essential marketing skills to craft powerful stories for global audiences. It's open to all New Zealand exporters.

Best suited for:

Exporters strengthening marketing foundations.



EXPORT STORYTELLER INSIGHTS SPEAKER SERIES

PRACTICAL PERSPECTIVES FROM EXPORTERS AND EXPERTS

Export Storyteller INSIGHTS is a free monthly online speaker series featuring export leaders and subject matter experts. These short sessions are designed to provide insights you can apply immediately.

Best suited for:

Exporters seeking inspiration and practical tips.