



THE
NEW ZEALAND
FERNMARK
LICENCE
PROGRAMME

EXPORT STORYTELLER GROWTH

Export Storyteller helps New Zealand companies build the core marketing skills needed to leverage New Zealand's brand and reputation.

The GROWTH programme is a practical five-week online course, with 45-minute sessions held on Friday's from 9.30-10.15am. Led by industry experts, it gives your business the tools to craft powerful narratives for global audiences.

Questions? Email us
exportstoryteller@nzstory.govt.nz

REGISTER

PROGRAMME

	TOPICS	DATE	EXPERT
1	BRAND NEW ZEALAND Learn how to leverage New Zealand's values and the FernMark to add credibility, build trust, and tell a more compelling country-of-origin story in global markets.	16 October	Amy Knightley Chief Executive New Zealand Story View profile
2	BRAND STRATEGY Learn how to define who your brand is for, what it stands for, and how to bring it to life consistently to build a distinctive presence in export markets.	23 October	Mark Jenner Managing Director Jenner & Co View profile
3	BRAND WORLD Learn how to understand and articulate your brand's personality, tone of voice and story, and what makes a strong Brand World in a fast scrolling, digital-first environment.	30 October	Mike O'Sullivan Founder and Chief Creative Officer Many Minds View profile
4	MARKET RESEARCH (relevant to B2C and B2B) Learn how to use in-house and external research more effectively, with practical insights to help you get greater value from your research investment.	6 November	Lisa Errington Consumer Strategy Director One Picture View profile
5	MODERN MARKETING Learn how to apply customer-focused, modern marketing approaches to increase impact with proven tips on personalisation, testing, and smarter ways of working.	13 November	Craig Osborne Founder Resonance Marketing View profile

WHO SHOULD PARTICIPATE?

Anyone wanting to strengthen their export marketing by improving fundamentals in:

- ✓ Embedding brand New Zealand into your marketing
- ✓ Fine-tuning your brand strategy
- ✓ Building storytelling and brand capability
- ✓ Understanding customer perceptions and behaviour
- ✓ Using customer insights to shape targeted, modern marketing

COST

- ✓ FernMark Licensees: Free
- ✓ All other exporters: \$500 + GST per company, with unlimited employee attendance
- ✓ Session recordings available until March 2027

“ As a small business, it’s easy to feel isolated, so having access to these video resources has been incredibly valuable – not just for learning, but for helping us build a brand that aligns with evolving marketing practices and meets customer expectations in a rapidly changing landscape. ”

“ The structure was well thought out, and the information provided was clear, relevant, and highly valuable for exporters. I would absolutely recommend it to others. ”

“ Lots of food for thought, with topics spread out in a thoughtful manner. Attending the sessions is a reminder that as independent businesses we all represent the same brand New Zealand and its values. ”