

News Release

FOR IMMEDIATE RELEASE

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Creative Marketing Workshop Looks at Leveraging Community Events to Boost Sales

NORTHERN LOWER, MI—Consumers get tired of being marketed at, so it makes perfect sense to leverage other community events already in the works. That will be the focus of the workshop “Creative Marketing: Leveraging Community Events” April 18 in Charlevoix. The workshop will run from 9:00 am to 12:00 pm at the Charlevoix Public Library, 220 West Clinton. The event is being Co-sponsored by the Michigan Small Business Development Center (SBDC) and the MEDC’s Michigan Main Street Program.

The workshop will look at how businesses can align their advertising efforts to attract additional traffic through their front doors instead of fighting it or even ignoring it. Participants will learn how to leverage community events as a viable marketing strategy, use Get Your Business Online with Google, and even to create customer databases that can work for you.

The cost of the workshop is \$25 and registration is required. A unique registration code is available for Michigan Main Street members to register at a discounted rate. Please contact your MMS Director to obtain your code. For more information, please contact the Northwest MI-SBDC Regional Center at sbdc@networksnortwest.org or 231-929-5060. To register, go to SBDCMichigan.org and click on “Register for a Workshop.”

A program of the Michigan Economic Development Corporation, Michigan Main Street assists communities interested in revitalizing and preserving their traditional commercial district. The program provides technical assistance for communities desiring to develop their own local Main Street program by utilizing the Main Street Approach™ – a common-sense approach to tackling the complex issues of revitalization by capitalizing on downtown’s history and identifying the unique assets of the community itself. There are 4 designated Main Street Communities in the Northwest and Northeast regions - Boyne City, Charlevoix, Cheboygan, and Grayling.

About Michigan SBDC

The Michigan Small Business Development Center (MI-SBDC) provides expert assistance at no cost to entrepreneurs looking to start or grow a business. The Northwest Michigan Regional Center is hosted by Networks Northwest and serves the ten county region including: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford counties. For more information, go to: sbdcnorthwest.org.

The Michigan SBDC State Lead Center is located at Grand Valley State University, Seidman College of Business, in Grand Rapids. Michigan small business owners may access the Michigan SBDC services by



Board Chair: **Gary W. Fedus**
Chief Executive Officer: **Matt McCauley**



contacting 616-331-7480 or SDBCMichigan.org.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. Check our online Media Room at: networksnorthwest.org/media

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical

Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our website, networksnorthwest.org

Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.