

Promote Your Business

For Anyone Who Has a Customer or Wants One

TWINSBURG (March 15, 2007) The Twinsburg Chamber of Commerce is sponsoring a half-day workshop to facilitate business professionals interested in learning new marketing and networking techniques.

"It's something I hear every day from chamber members and business professionals in the community – help me market my business," says Doug Johnson, president, Twinsburg Chamber of Commerce. "With over eighty percent of our membership focusing on marketing their products and services in 2007, we thought it would the perfect time to host a workshop that provides hands-on tools and techniques."

Participants of the workshop will spend the morning uncovering:

- Their target prospect
- Their unique value proposition
- Creative ways to reach their target prospect
- Specific, measurable marketing goals
- Ways to keep customers coming back

Deborah Chaddock Brown, president, AllWrite Ink, will facilitate this workshop, offering the latest in marketing trends and asking thought provoking questions that will lead participants to leave with a written plan for promoting their business, products and/or services. Brown, prior to opening her corporate communications business, was the Director of Communications for Cole Vision and before that the Pearle Vision Director of Store Operations focusing on operations, marketing and sales.

Promote Your Business Extravaganza will be held on April 19 at the Hilton Garden Inn and begins with registration at 8am followed by the program from 8:30am-11:30am. Immediately following the workshop will be the Best of The Best Marketing Ideas luncheon in which winners of the Chamber Marketing contest will present their ideas for marketing their business. The luncheon begins with networking at 11:30am followed by the luncheon presentation at 12pm.

For more information or to register for Promote Your Business or to learn more about the contest, visit www.twinsburgchamber.com.

###

For more information:

Doug Johnson
Twinsburg Chamber of Commerce
330-963-6249
djohns@twinsburgchamber.com