

RETAIL BUSINESS DAY

Tuolumne County Small Business Week

FREE!

October 4, 2016 | 9:00am-4:30pm

Sonora Opera Hall
250 S. Washington St
Sonora, CA 95370



Display

9am-11am

First Impressions are Lasting Impressions - Enhancing your visual presence to attract customers and drive sales.



Marketing

Noon-1:30pm

Building a Robust Content Based Marketing Strategy - How businesses are using social media and e-marketing.



Holidays

2:30pm-4:30pm

Retailers: How Prepared Are You For a Successful Holiday Season? Tips for creating your marketing and promotional calendar.



Lani Lott,
President of L.L. Consulting

Lani has over 25 years of experience assisting communities with the revitalization and development of their historic downtown cores and traditional commercial districts working with local businesses, governments, Main Street programs, chambers of commerce, and downtown organizations.

REGISTER TODAY!

<http://tinyurl.com/sbwretail>



FOR MORE INFORMATION CONTACT US AT:

www.AllianceSBDC.com | (209) 422-6416 | phogwood@stanbusalliance.com

The Small Business Development Center is an affiliate of the UC Merced Small Business Development Center Regional Network and is partially funded by: Stanislaus Business Alliance; University of California, Merced; and the U.S. Small Business Administration. This is a partnership program under the current Cooperative Agreement with the U.S. Small Business Administration and the University of California, Merced. Reasonable accommodations will be made, upon request, for handicapped individuals.