



Two Marketing Seminars in One Afternoon

These two FREE seminars are being presented by – Birmingham SCORE; Baker, Donelson, Bearman, Caldwell & Berkowitz, PC; Birmingham Business Alliance, Birmingham Forward-Minority and Small Business Development; Operation HOPE; and the City of Birmingham Office of Economic Development on Wednesday, October 29th. The afternoon will consist of two 90-minute sessions designed exclusively for small businesses and nonprofits. The seminar is customized for small and medium size businesses and nonprofits to provide practical, effective, and easy to use strategies, tactics and tips to grow their business using email marketing, social media, and event marketing. **Attendance is FREE, but seating is limited and registrations are required.**

Wednesday, October 29th

BUILD YOUR BUSINESS USING EMAIL & SOCIAL MEDIA HOW TO MARKET AND INCREASE ATTENDANCE FOR YOUR NEXT EVENT

Two 1.5 Hour Workshops from 1:00 pm – 4:30 pm CST

Baker, Donelson, Bearman, Caldwell & Berkowitz

420 Twentieth Street North, Wells Fargo Tower, 14th Floor, Birmingham, AL 35203

Register here today: <http://conta.cc/1rPIhdP>

** Validated parking is available across the street from the seminar at the Birmingham Parking Deck 3 at 401 20th Street North. Bring your ticket to the seminar for validation. **

Workshop #1: Build Your Business Using Email & Social Media Both email marketing and social media have become core components of marketing and growing your business. Email is more important than ever – to the communication efforts of businesses and nonprofits everywhere; and to the customer, donor, client, or supporter of those organizations. And when you add social media to the mix, you dramatically increase the effectiveness of your email marketing. This session will reveal some simple, but effective best practices and considerations for the small business or nonprofit to make their email newsletters more effective.

Workshop #2: How To Market and Increase Attendance For Your Next Event It's the time of year when many organizations, nonprofits, and businesses are planning events. In this session you will learn how to learn strategies to help you promote your next event and how to set up an online registration process to increase the chances of having a successful event. You will learn about timing your promotion efforts, creating a communication schedule, whether or not to charge for your event, and more.

Brought to you by

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