

FREE Small Business Seminar

Digital Marketing

Tips, Tools & Best Practices to
Communicate Your Brand

Date

February 26, 2019

Time

8:00 - 9:30am

Where

Fairway Center

330 Fairway Dr.

Tahoe City, CA

Seminar Details

Developing a branded communications strategy is a smart investment in your organization. This small business seminar will provide you with the essential tools to sharpen marketing impact and learn proven brand strategies along with top tactics for execution in the digital arena. The speakers will explore best practices to help you tell your brand's story with personality and originality.

This seminar will be co-led by Tracy Owen Chapman, owner of TOC Consulting and Kathleen Lee, creative marketing lead with East River Public Relations. Chapman specializes in strategic communications with an expertise focused on meaningful messaging to deliver a consistent brand promise. Lee has experience working for several tech startups and specializes in design, social media and influencer marketing in order to deliver content to create memorable brand moments.

The seminar is brought to you by the North Lake Tahoe Resort Association/Chamber, North Tahoe Business Association, Tahoe City Downtown Association, and Sierra Business Council. The seminar is free for Association/NLT Chamber members, \$20 for non-members. Optional coffee and pastries are \$5/person. Pre-registration is required. Space is limited, so sign up today. For more information, please contact NLTRA staff at (530) 581-8778.

Register Online at **Eventbrite**

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