



GCDA Small Business Workshop

Tuesday, April 20, 2010

6:00pm- 8:00pm

Location:

Hospice of the Florida Suncoast

3050 1st Ave South, St Petersburg, FL

Topics:

Learn how to "Become Your Brand"

Meet *Michele Northrup* aka the Saucy Queen. Thru simple and inexpensive practices she will help guide you to Become Your Brand. You will explore why some brands are so powerful and how your brand can be too. Michele's techniques will lead you to focus on what you want to be famous for and how to promote your skills.

By using Social Media as a complimentary tool for your current marketing campaign, she will give specific examples on how to engage your audience to be effective on FaceBook, Twitter and beyond.

This program is sure to be a Saucy introduction to your 2010 brand development.

3 Key Points:

Become Your Brand

What do you want to be FAMOUS for?

Engagement = Love



City of St. Petersburg's Business Center Services

Tyna Middleton, Special Projects Manager from Midtown Economic Development will be giving an overview of what the St. Petersburg's Business Center has to offer Small Business owners.

Lisa Thornsberry, Strategist from **group5web** will be speaking about the advertising and Social Media classes (description below) at the BAC. A little bit about Lisa- from Visual Marketing to marketing her own business, she has always had a knack for picking a target market and appealing to it. Internet Marketing is the next logical step for her to sharpen and modernize her skill set. Lisa's goal is to promote economic development by helping business owners of all kinds follow the natural evolution of online marketing. Consumers are looking for products and services in different ways than they were just three years ago, and it is imperative the entrepreneur as well as the corporate marketing executive adapt to these trends.

Audrey Sendrowski-Breuer is an entrepreneur and educator who brings warmth, humor insight and a straight-forward, tell-it-like-it-is approach to life and to business. Her lectures and presentations on how to make advertising work are a must for small businesses.

"Advertising- How to Make it Work for You"

Effective advertising is critical to accelerating business success, but small business advertising plays by different rules than national advertising. This workshop answers some of the how's and why's of local advertising and takes the mystery out of how to make it work for you. It covers mass media advertising and basic internet marketing.



Check out Michele's Saucy Success at intensityacademy.com

