

NEWS RELEASE:

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COMMUNITY FUTURES PRESENTS AWARD-WINNING CONSULTANT TO HELP BUSINESSES WITH MARKETING

Courtenay, BC— With marketing being a top concern of most business owners, Community Futures is hosting two seminar-workshops that will be facilitated by Carolyn Touhey.

“Making Your Event A Smashing Success” is scheduled for 12-1 on October 1. Participants will learn strategies to turn ho-hum events, including trade shows, into valuable marketing tools with discussions of pre- and post-event marketing tactics as well.

“The Ten Cardinal Sins of Small Business Marketing” is scheduled for 9:30-12 on October 30. This interactive program will discuss some of the most common issues with small business marketing and will provide remedies to help businesses overcome them to move forward with a dynamic marketing program.

Each session will be held at the Community Futures office, 580 Duncan Avenue, Suite 200. Pre-registration is requested (250-338-4417 ext 227).

Carolyn Touhey is an award-winning marketing consultant and former Johns Hopkins University professor who opened SmartBiz Strategy, a marketing consulting company in the valley.

Founded in 1988, Community Futures Strathcona has approved more than 600 business loans, injected \$19 million into the local economy; provided business consultation and training to over 2000 clients; and helped to create and maintain over 2500 full-time and part-time jobs.

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