

2015 CHAMBER BUSINESS WORKSHOPS

“Social Media Marketing” will be the subject of a small business workshop to be hosted the Genesee County Chamber of Commerce on August 26.

This is the sixth in a series of business workshops for 2015 held in conjunction with the United States Small Business Administration and the Genesee County Chamber of Commerce. The workshops are open to all Chamber and non-Chamber businesses and their employees and will offer expert advice from experienced business professionals designed to help small businesses succeed and grow.

Social media is a great way for your business to market itself at a lower cost. In this program, participants will understand the difference types of social media and how they are used, learn to choose the social mediums that best fit the needs of the business, learn how to define social media strategy and recognize common mistakes made on social media.

Other workshops on the 2015 schedule are as follows: September 9 – “Holiday Marketing – Tips for Small Businesses”; October 14 – Profit Improvement Strategies”; and November 18 – “Customer Service That Wins Sales.

All workshops will be held at the Chamber of Commerce office, 210 East Main St., Batavia. The sessions will run from 7:30 a.m. to 9 a.m. Businesses may attend any one or all of the workshops. Cost for non-Chamber members is \$10 for each attendee. Chamber members may attend all sessions free of charge but must make reservations to insure space for their employees.

To reserve a seat in any workshop or for more information, contact Kelly Bermingham at 585-343-7440 or by email at kbermingham@geneseeny.com.