

From cooking classes, to dinners, to yoga session, in-store events are a fantastic way to build brand loyalty with existing customers, and grow awareness with new customers. In this webinar, James Gennaro, Lifestyle Center Culinary Instructor at Whole Foods Market - Bacon Raton, and Tracy Kosolcharoen, Marketing Manager at Eventbrite, will share:

- How to build a successful in-store event strategy
- Ways to promote and sell out your in-store events through social media and technology
- Best practices for managing a robust event program from the Whole Foods Market - Bacon Raton