



“7 Simple Strategies to go from Bah Humbug to BOOM”

Wednesday, October 12, 2016

8:00 AM - 9:30 AM

Vinton War Memorial

814 E. Washington Ave, Vinton, VA

Guest Speaker: Bart Smith

Director, Roanoke Regional SBDC

The Economic Development Departments of the City of Roanoke, Roanoke County, and the Town of Vinton invite you to join us for a seminar on Holiday Sales strategies that will ensure you will have a profitable holiday season. This seminar is free to all businesses in the region.

Topics will include:

- **How to Educate Your Community**
- **How to Create an Overall Strategy**
- **How to Dress Up Your Windows**
- **How to Personalize the Shopping Experience**
- **Merchandising for the Holiday**
- **Customer Service Tips**
- **How to Market Your Brand**

Each topic will be touched on briefly but attendees can schedule more in depth free consultation with a Small Business Development Center counselor after the seminar. Light refreshments will be served. Please plan to arrive early so we can start on time to ensure you get back to your business to start your day.

Registration is Easy. Just go to www.roanokesmallbusiness.com. Click on Register beside event name.

Call Jessica Fintel, Roanoke County with questions: 540-772-2185

