



Florida State
Minority Supplier
Development Council

Small Business Institute (SBI): Marketing Module Training

Wednesday, October 12 2016

9:00 AM - 12:00 PM | Registration begins at 8:15 AM

Florida State MSDC Business Resource Lab

9499 NE 2nd Avenue, Suite 203, Miami, FL 33138

- Increase Your Business Confidence and Expand Your Knowledge in Marketing Tactics and Strategies
- Collaboration and round table-like discussions with fellow MBEs from the Florida market
- Extend brand awareness to potential customers

You will learn:

- The Basics of Marketing
- The 5 P's
- Selling Propositions
- Brand Strategy
- Promotional Activities
- Advertising
- Public Relations
- Social Media
- Content Marketing



Presenter:

Ed Franklin

Supplier Diversity Development Manager



Interested participants must:

- Be in business at least 18 months
- Be a diverse company
- Make at least \$500K and up to \$1.5M in sales
- Have goals of developing your business
- Complete a profile vendor form once registered

FREE - Register Today!

All fields are required to participate in this event.

Complete and fax this form to (305) 762-6158.

You can also register online at marketingwithboa-eventbrite.com

Registration: 8:15 AM • Session: 9:00 AM

Continental breakfast and FREE parking
are included with registration.

Name _____ Title _____

Company _____

Mailing Address _____

Email _____ Phone _____ Cell _____

Your Product/Service _____ NAICS Code(s) _____

Years in Business _____ Last Year's Revenue _____ No. of Employees _____ Service Coverage _____

Core Competency _____ Diversity Category _____

Certification Agency _____

Florida State Minority Supplier Development Council

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