

WORKSHOP
FREE TO
ATTEND!
PLEASE RSVP
ONLINE!

The Power of TV and Digital: Maximizing Your Holiday Advertising Investments

ACTION
NEWS
NOW



October 13, 2016



6:00 PM - 8:00 PM



Hilton Garden Inn,
Wintu Room
5050 Bechelli Lane,
Redding, CA 96002



www.sbdsc.org

YOUR
AD
HERE!

\$2,500
Raffle Prize
of Customized
TV & Digital
Advertising

TV Presentation:

Power of Focus

- How does focus work as a marketing purpose?
- What is the power of a singular point of attack?
- Principle of the glasses

Digital Presentation:

The Power of 4

- Tradigital
- ZMOT Theory
- Current Digital Trends



AGENDA

6:00 PM - 6:30 PM

Check - In/ Refreshments

6:30 PM - 6:45 PM

Introduction - Jonny Clark,
Associate Director NEC SBDC

6:45 PM - 7:15 PM

TV Presentation - Betsy Yarbrough,
KHSL 12 Account Executive

7:15 PM - 7:45 PM

Digital Presentation - Julie Rinehart
Digital Sales Manager

7:30 PM - 8:00 PM

Thank you's and Raffle
Announcements and Networking



Funded in part through a Cooperative Agreement
with the U.S. Small Business Administration.

