



# LUNCH & LEARN

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## What's Your Story?

### How to Attract & Engage Customers

October 31, 2019  
12:00 PM to 1:15 PM

**COST:** \$5.00/person for lunch

**LOCATION:** JARI Center for Business Development  
160 Jari Drive (Richland Township)

**PRESENTER:** Brian Law  
Prime Design Solutions and Innovative Tomato

**This session will review the following topics:**

- Why storytelling makes a memorable connection
- How your brand reflects your story
- Using multiple channels to communicate your story