



Marketing 3-4-5 Workshop and Bootcamp

Monday, October 16, 2023

El Vaquero Room, Depot Theater

101 E Wyatt Earp Blvd. Dodge City, Kansas 67801

(Parking on the east side of the building)

Presented by Brian Ostrovsky, CEO of Locable

Monday, October 16

9:30 a.m. Welcome, coffee and meet/greet

10 a.m. Marketing Morning Workshop

This morning workshop will offer proven, real-world examples to make you and your merchants more effective marketers. The session will help simplify the process of creating and distributing content. You will build your own marketing and content plan that will be focused on your goals including using marketing to:

- Attract ideal customers
- Improve hiring and retention
- Positively impact the community

Noon Lunch on your own
(see below)





1:30 p.m. Marketing Bootcamp Session

During the afternoon session you will receive personalized guidance and support throughout the bootcamp, and you'll walk away with a solid marketing foundation, better processes, and a repeatable approach to save time and increase your effectiveness going forward. Specifically, you will learn how to:

- Optimize your website for local search
- Leverage online directories and review sites to increase your visibility
- Create a strong social media presence that engages your local community
- Use email marketing to drive repeat business and referrals





3:30 p.m. Tourism Conference Opening Session Begins

For those attending the Kansas Tourism Conference, the Opening Keynote will feature Paul Long, speaking about *Connecting to Live through FUN*. *NOTE: This event is located at the Boot Hill Casino & Resort Conference Center, 4000 West Comanche Street.*

4:30 p.m. Tourism Exhibitor Welcome Reception & Networking

Lodging Options

There is not a block of rooms specifically for this training so use [THIS LINK](#) to find a room. The Holiday Inn Express is located closest to the Main Street training.

Monday Lunch Options

Dodge City is full of options for great food! [HERE](#) is a link to some of those restaurants. We will have specific downtown options for you to consider at the training on Monday.