

# Prosper in a Pandemic:

A series on engaging customers in a socially distanced environment



Business as usual is anything but. Many of us have had to shift our way of thinking about, doing, and presenting our businesses. This year's Smart Business Series, sponsored by Eastern Bank, will focus on how to navigate the ever-changing socially distanced landscape we find ourselves in through marketing and programming.

## Program Details

### Session 1: Why Marketing Matters | Tuesday, November 10, 8-9:30am

In this session participants will explore the importance of marketing, what message should be conveyed to customers at this time, and how to get that message across.

### Session 2: How to Make it Virtual | Thursday, November 12, 8-9:30am

In this session participants will explore a handful of online platforms that can be used to create an in-person experience virtually.

### Session 3: Ask an Advisor | Wednesday, November 18, 8-9:30am

Designed as a workshop session, participants will meet with a variety of advisors in a small group setting to work through ideas and questions regarding marketing and virtual programming.



**SMART BUSINESS SERIES**  
SPONSORED BY  **Eastern Bank**

#### Entire Series (3 Sessions):

\$30 for Chamber members  
\$40 for not-yet Chamber members

#### Single Session:

\$15 for Chamber members  
\$20 for not-yet Chamber members

**This program will be held virtually via Zoom**

**Note:** While we recommend attending all three sessions, it is not required. Participants of the final session do not need to have participated in the first two sessions.