

Breaking Brand:

Creative Approaches to Business Engagement

MONDAYS, 12 PM–1 PM

JANUARY 25–FEBRUARY 22

A **FREE** five-part Zoom workshop series designed to **EMPOWER** and **ENERGIZE** small business owners with tools to strengthen their brand via creative adaptation and strategic growth

Led by **PENNSYLVANIA ARTISTS and ENTREPRENEURS**, Breaking Brand sessions introduce creative thinking, authentic storytelling, design/multimedia, and social media strategies to support small business efforts and the need for virtual and modified operations.

JANUARY 25: Your Unique Advantage: Business Branding & Identity

FEBRUARY 1: Using Design to Sell Your Brand

FEBRUARY 8: Authentic Storytelling & the Use of Multimedia

FEBRUARY 15: Harnessing Social Media & Strategic Marketing

FEBRUARY 22: Community Engagement & Business Resource Panel

MORE INFORMATION & REGISTRATION: <https://bucknell.edu/sbdcevents>

QUESTIONS? Contact Shelly Gadoury at sbdc@bucknell.edu or (570) 577-1249



Co-Sponsored by the Perry County Council of the Arts (PCCA) and Bucknell Small Business Development Center (SBDC). This workshop series was made possible through the Arts in Education Partnership of the Pennsylvania Council on the Arts (PCA), a state agency, and the National Endowment for the Arts, a federal agency. The PCA Arts in Education Partner in this region is Perry County Council of the Arts.