

MISSOURI MAIN STREET CONNECTION QUARTERLY WORKSHOP



TELLING YOUR MAIN STREET STORY, MARKETING YOUR MAIN STREET

FEBRUARY 23, 2023 in LEBANON, MO

Main Street organizations do a great job marketing events and key happenings in the district but what about the many other stories of the district and organization? Learn how, and why, to create a Strategic Marketing Plan, a plan that will align the marketing initiatives with the overall goals of your Main Street organization.

The day will include everything you need to know to tell the stories of your Main Street district, including compelling content identification and creation; tactics to implement, track, and evaluate marketing initiatives; trends in social media; and how to work with local and regional media.

HOTEL INFO:

Holiday Inn Express

1955 W. Elm Street
Lebanon, MO 65536

Room Block rate is \$124 until February 1.

Call 417-532-1111 for reservations.



WORKSHOP INFO:

DATE: Thursday, February 23, 2023

TIME: 9:00 am to 4:30 pm

LOCATION: The Cowan Civic Center,
500 E. Elm Street, Lebanon, MO 65536

**Free parking on-site.*

REGISTRATION: \$100 per person for
Missouri Main Street members and \$200
for non-members. After February 16th,
add \$50.

REGISTER at MoMainStreet.org
or by filling out the registration form
on the back of this flyer.

REGISTER TODAY
at MoMainStreet.org!



KIRSTEN BORGSTROM is a principal with Place + Main Advisors, a Michigan-based company moving communities forward with Economic Development, Community Marketing, Real Estate Redevelopment, Placemaking and Communications strategies. Ms. Borgstrom has more than 20 years of hands-on marketing and public relations experience in travel and tourism, economic development, real estate development, and sports marketing. Her varied expertise includes creating comprehensive marketing and communications strategies to successfully pitching client stories at the local, regional, and national levels.

Kirsten Borgstrom
Principal
Place + Main Advisors, LLC

Registration is \$100 per person for Missouri Main Street members. \$200 for non-members. After February 16th, add \$50. Please complete and mail the registration form below or go online at **MoMainStreet.org**.

All cancelations/refunds must be submitted in writing. Cancelations after February 16th are not refundable.

1st Attendee Name: _____

Organization: _____

Address: _____

Phone: _____ Email: _____ Zip: _____

2nd Attendee Name: _____

Email: _____

3rd Attendee Name: _____

Email: _____

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