

BROADWAY HOMETOWN PARTNERSHIP
INVITES YOU TO ATTEND
THE BHP BUSINESS DEVELOPMENT SERIES



- What is it?** A series of marketing seminars and talks offered to small and beginner businesses and merchants.
- Why is it important?** We all need a little help in navigating our businesses towards success and viability during these economically challenged times. The programs were designed to assist our local merchants and businesses to do just that.
- When is it and what are the topics?**
- April 15: 30 Minutes with Jim Blair on “Considering Your Image”
30 Minutes with Todd Broadbent on “Creating an Effective Website”**
 - May 20: “Setting Up Successful Sales and Promotions”**
 - June 17: “Advertising Vehicles: What to Include in Your Arsenal”**
 - July 15: “Writing Great Advertising Copy” and “Developing Email and Paper Newsletters”**
 - Aug 19: “Figuring Out What Motivates Your Customers to Buy”**
 - Sept 16: “Spreading the Word Without Going Broke”**
- Where is it being held?** The programs will be presented at the Broadway Park Community Center, off Sunset Drive, in Broadway, VA. (The swimming pool park)
- What time?** 7:00 P.M., Please be prompt and be prepared to spend about an hour and a half
- What is the cost?** There is absolutely no charge for Broadway Hometown Partnership members. Non member charge is \$20.00 per person