

U.S. Small Business Administration



Georgia Office

## Media Release

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### **Kirkwood Branch Library Holding SBA Workshop On Marketing Strategies and Building a Brand**

A free workshop on Marketing and Building a Brand for a small business will be held from 5:45 to 7:45 p.m. on March 3<sup>rd</sup> at the Kirkwood Branch Library. The workshop is sponsored by the U.S. Small Business Administration and the Atlanta-Fulton Public Library System.

The workshop will cover the ongoing process of building a brand for a business. Attendees will also discover how to “brand anew” their product or services. The workshop is intended for owners of small to medium size businesses as well as nonprofit and government agencies. Attendees will be able to identify the seven facets of business, pinpoint products and services that enhance the brand experience, and create sales and marketing efforts that coincide with brand promises.

Pre-registration is required for the workshop. To register online, go to [www.sba.gov/ga](http://www.sba.gov/ga) and cursor down to “Spotlight.” Click on Public Training and Seminars-Register Now! Select seminar date from this drop down list. Complete name, telephone and email address and click “Register.” A person can also email registration information to [dorothy.fletcher@sba.gov](mailto:dorothy.fletcher@sba.gov).

At the workshop, a company owner will learn how to develop or redefine a brand promise for each facet of their business. The workshop instructor is Isha Edwards, a Brand Management Consultant with EpiC Measures, LLC.

The public can also pre-register by calling the Kirkwood Branch Library at 404/377-6471. The library is located at 11 Kirkwood Road, S.E., Atlanta, GA 30317.

*SBA’s participation in this co-sponsorship is not an endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs, services and cosponsored activities are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Please contact Dorothy Fletcher at 404-331-0100, ext. 305 or via email at [Dorothy.Fletcher@sba.gov](mailto:Dorothy.Fletcher@sba.gov). Co-sponsorship Authorization # 07-0405-73.*

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