Charleston County News Release

Charleston County Government announces a seminar and networking event for business owners on Thursday, Nov. 8. The event will be held at 6 p.m. in the Room B-339 of the Lonnie Hamilton, III Public Services Building located at 4045 Bridge View Drive in North Charleston.

The networking portion is being hosted by Charleston County’s Disadvantaged Business Enterprise and Small Business Enterprise programs under the Charleston County Contracts & Procurement Department.

Prior to the networking event, Caton Easterling, President of Sterling Marketing, will present: “The Importance of Branding in a Tough Economy.”

Topics to be presented:
- What is Branding
- How important is it to Your Marketing Strategy
- Examples of Brands that Work and Brands that Failed and Why
- What is Value Proposition
- What is a Brand Promise
- Steps of Building the Brand
- Local and National Branding Success Stories
- The Brand Formula for Success

Those attending the workshop will have the opportunity to:
- Meet and network with other minority and small businesses
- Meet prime contractors that routinely bid on major Charleston County Government construction and road projects

Space is limited, so those wishing to attend must sign up in advance by contacting:
- LaZana Porter by phone at (843) 958-4769 or by email at lporter@charlestoncounty.org.

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