March 12 “Brand-Building Workshop for Small Business Owners”

Register in advance for the workshop at: http://scwbc.net

South Carolina Women’s Business Center and Charleston County Government’s Minority/Women/Disadvantaged Business Enterprise (M/W/DBE) announce a business development workshop for small business owners. The workshop will be held from 11:30-1:00 p.m. on Wednesday, March 12, in the Lonnie Hamilton III, Public Services Building located at 4045 Bridge View Drive, North Charleston, SC, Room B-339.

The workshop, entitled “Brand-Building Workshop for Small Business Owners,” is designed for small business owners to learn the steps to build a strong brand and how to keep it relevant in a competitive market. The featured guest speaker will be Ms. Jocelyn Ring, Brand Strategist & Visual Facilitator, with The Ring Effect, LLC.

The focus of this workshop is to:
- Introduce Successful Branding Strategies
- Recognize the difference between branding and marketing

Anyone interested in attending the workshop is encouraged to register in advance online at http://scwbc.net or by calling (843) 958-4750. There is a $20.00 fee for this workshop.

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- written by Shawn Smetana -