

The Highland Commerce Guild Invites You to Attend

The Highland Commerce Guild presents 'Marketing: Basics and Beyond,' featuring guest speaker, ad-agency owner and marketing specialist, Joan Noles. Members of the Guild and LIBA (Louisville Independent Business Alliance) and all other business associates are invited to attend this free event, at Rainbow Blossom's Gardiner Lane Community Room (upstairs, over the store), on Thursday, June 17, at 5:30pm.

Joan will share her perspectives and experiences on branding a small business. Hear why Joan thrives on her client- and media-relationships as she takes us through the Media Maze.

With Traditional Media, what works best – Radio, TV, Print, or Billboards? What are the most common mistakes made when buying media? What can you do to generate 'Free Advertising' - such as word-of-mouth and getting articles published? When should the market dictate a change in your marketing strategy? Join us as Joan shares her passion for growing and promoting small businesses. Bring your questions for the expert, join in the discussion and kick back with a glass of wine.

Wine and light refreshments will be served; seating at tables is limited.

Please RSVP to:

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