

The Otsego County Chamber

Strengthening Our Economy  Shaping Our Future

Media Release

The Otsego County Chamber **VIBRANT CREATIVE TO PRESENT** **“E-MARKETING FOR** **SMALL BUSINESS” SEMINAR**

The Otsego County Chamber and Vibrant Creative are presenting an E-Marketing for Small Business Seminar on Wednesday, March 23, 2011. The presentation will be made by Chris Quereau, Creative Director of Vibrant Creative. The event will take place at 7:30 am at the Holiday Inn in Oneonta. The seminar is sponsored by Otsego County Economic Development.

“This seminar is targeted at the person in your business that makes the final financial and strategic decisions regarding how you market your service,” said Rob Robinson, President & CEO of *The Otsego County Chamber*. “It is all about cost effective strategies in today’s economy!”

“As the internet is coming to redefine how businesses interact with their customers, the use of e-marketing strategies is on the forefront for business practices,” offered Chris Quereau of Vibrant Creative. “E-marketing encompasses and applies the use of electronic media, more specifically the internet to attract new business, retain current business practices and develop a solid brand identity.”

By participating in this seminar you will learn about these strategies and how to implement them for your small business. This seminar is an excellent opportunity to nurture your business in the 21st century marketplace.

The cost is \$30 – Chamber members receive a \$10 discount. Breakfast will be provided for all attendees at 7:30 am with the presentation starting at 8:00 am. For more information or to RSVP contact Pam at (607) 432-4500 ext. 201 or pam@otsegocountychamber.com.