

NEWS RELEASE

FOR IMMEDIATE RELEASE _____

October 18, 2019

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IS YOUR RESTAURANT OR RETAIL STORE RELEVANT? FREE SEMINAR FOR FRESH BUSINESS IDEAS

SUFFOLK, VA (October 18, 2019) Suffolk Economic Development, along with The Small Business Development Center (SBDC) and the Hampton Roads Chamber, are pleased to present a **FREE** small business seminar entitled “***Staying Relevant to a Changed Customer***”. The seminar, facilitated by Mr. Marc Willson, is designed to give small, independently owned retailers valuable guidance about competing in today’s economic climate. He will discuss consumer-buying habits with technology, differentiating and defining customers, the importance of social media and other topics relevant to today’s retail marketplace.

Willson brings over 35 years of retail experience in helping retail, restaurant, and tourism-related small businesses refine and promote their concepts to the public. In his role working with the SBDC, Mr. Willson meets with small businesses throughout Virginia as part of the Small Town and Merchant Program (STAMP), a comprehensive collection of workshops, hands-on initiatives, and resources designed to address the specific needs of main street retail and restaurant businesses.

This seminar will help businesses learn about:

- Harvard Business review of buying habits
- Differentiating and defining your customers
- Retail 101
- Restaurateuring 101
- Marketing and Social Media

The complimentary seminar will run from 8:30 AM to 10 AM on Thursday, October 31st at the Hilton Garden Inn Suffolk Riverfront, located at 100 E. Constance Road. To register or to learn more, contact Tage S. Counts, Vice President, Membership, Hampton Roads Chamber, at 757.664.2531, or Tcounts@hrchamber.com or click [here](#).



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