



Marketing Your Small Business On A Shoe String

Date:

August 4, 2011

Time:

1:00—2:30 p.m.

Location:

UCF Business
Incubator—Kissimmee
111 E. Monument Ave.
Suite 401
Kissimmee, FL 34371

Cost:

“Free”

RSVP:

Pamela.Turlington@ucf.edu

RSVP will close on
August 2, 2011

Please join us for a free session on marketing your business during these tough economic times.

Presented By:

Maria Grulich Toumazos

Economic Development Administrator

****Guest speaker Commissioner Attkisson****

Marketing is a key component for the growth of any business especially for start -ups or small businesses. Money is not the answer especially in these tough economic times. Creativity is the key. Join us for a hands on workshop and learn some key tools you can use to promote your business on a shoe string. Bring business cards, and any marketing materials or ideas you would like to share with the group.

- * Know Your Business- Fresh eyes
- * Get Creative - Wow factor
- * Cross Marketing
- * The 5 W's and an H

Maria Grulich Toumazos is the Economic Development Administrator for the Osceola County Board of County Commissioners. Her responsibilities include assisting business prospects with property searches, incentives, and fast track permitting, working with existing industries as well as recruitment of new businesses. She works closely with Enterprise Florida, the State of Florida's Economic Development entity and numerous other partners. She has been instrumental in creating or assisting in the relocation of several businesses that resulted in more than 4,000 new jobs for the community

