



TEAM Eventacular

Towns, Events and Merchants: Partnering for Profit

Having an event in your town? Want to know the best ways to leverage the increased traffic?

Learn how everyone – town personnel, event planners, and merchants – can benefit from the extra exposure to new customers:

- Effective ways to work together
- What to do before, during and after the event
- Do's and don'ts
- Success stories from other towns
- **Best ways to maximize profits**

Join **Marc Willson**, retail consultant for **Virginia SBDC**, to learn all about it.

*******ADMISSION IS FREE*******

When: Tuesday, February 21, 2012

Where: Brittingham Midtown Community Center, 570 McLawhorne Drive, Room 104

Registration: Contact Mrs. Farley John at [757-865-3218](tel:757-865-3218) or johnf@tncc.edu

THIS IMPORTANT INFORMATION WILL BE PRESENTED AT TWO SESSIONS:

AM SESSION: 8:00 – 10:00

PM SESSION: 2:00 – 4:00

