



Tools for Success: Navigating the New Normal

A series of five monthly webinars to receive helpful and practical tools to navigate the new normal.

Experts in their fields will show you all you need to know—from legal considerations to best practices in digital advertising; from brand identity to effective sales techniques; from actionable advice on marketing and communication best practices to help your small business succeed in 2021 & beyond.

Third Wednesday of the month: April 21, May 19, June 16, July 14, Aug. 18

April 21, 2021: 9-10:30am

Return to Work: How to Navigate the Transition Successfully

presented by Julie Proscia, Labor & Employment Practice Group-Partner, SmithAmundsen, LLC

Learn the most up to date information regarding evolving issues including OSHA safety requirements, CDC and vaccine guidance, the challenge of how do deal with employees that refuse, have medical reasons or/are uncomfortable with returning to work. This presentation is essential to ensure that the transition moves smoothly, safely and in a compliant manner.



July 14, 2021: 9-10am

The Art of Pivoting: Strategies for Developing a Flexible Business Model for the Future

presented by Julie Shields, US-ASBE (US Association for Small Business & Entrepreneurship)

Learn how one business owner and their ad agency pivoted to create a strong brand identity through social media engagement and digital advertising. Learn how to use data to calculate success. Q&A on how you can apply these concepts to your specific industry.



August 18, 2021: 9-10am

Sales and Marketing to Help You Dominate Your Market *presented by Bill Guertin-the 800-Pound Gorilla*

Learn what's working NOW in sales and marketing, what's predicted to work going forward, and what techniques may need to be re-tooled or abandoned altogether. You'll come away with several specific ideas to increase your business visibility, your brand value, and your bottom line.



May 19, 2021: 9-10am

How COVID Helped A New Coffee Shop Succeed *presented by Ryan Weckerly, Morningstar Media Group*

Learn how the right technology tools, combined with human interaction can be used to develop more powerful leads, profitable sales, and long-term relationships for your brand.

June 16, 2021: 9-10am

Crucial Business Components to Success *presented by Amanda Brinkman, creator, producer & host of hit series "Small Business Revolution,"* named among Inc. Magazine's top shows for entrepreneurs. Lessons learned in working with small businesses across the country; actionable advice on marketing and communication best practices; insights of most important focus areas of your brand and digital footprint; case studies.



Members: \$15 each or \$75/series
Non-Members: \$20 each or \$100/series

Register at
www.frankfortchamber.com
or call 815-469-3356

Presented by:

