

## **MEDIA RELEASE**

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### **WBN October Meeting Special Events Add Sizzle To Your Marketing... & Sales To Your Bottomline**

Courtenay, BC—It's no secret that most people think "advertising" when they hear the word "marketing." And, while advertising is an important tool of marketing, there are other areas of marketing communications that should complement advertising, and, in fact, make it easier to track so you can minimize what's not working.

Specifically, promotions and special events will not only promote your business through all the senses, but will events facilitate great relationship marketing.

If you want to get more "bang for your marketing buck," then plan to attend the October 8th meeting of the Women's Business Network, which will feature the owner of SmartBiz Strategy, Carolyn Touhey, as the presenter.

Carolyn will discuss why to include promotions and special events in your small business' marketing plan. She will also present a variety of types of events for you to consider and suggestions for making event planning easy, so you can include exciting and cost-effective promotions in your 2010 marketing plan.

An award-winning marketing consultant and professor of marketing who focuses on integrated marketing communications (to help clients avoid putting all their "eggs in one basket"), Carolyn moved to the Comox Valley and opened SmartBiz Strategy in 2007 to provide consulting, implementation, and writing services to clients on the Island. She is also an instructor in the continuing ed department at North Island College, where she has a series of fall classes scheduled.

This fall, Carolyn is also introducing "My BizBoard" through SmartBiz—providing business-owner board of advisory groups which will meet monthly to provide a learning-sharing-support environment for entrepreneurs who are tired of operating in a vacuum.

In addition, she and her husband operate Two Eagles Lodge, a B&B/vacation rental in Union Bay that also hosts events—from staff parties and book signings to weddings, house concerts, and retreats.

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