

BUSINESS INSTITUTE

Presents

The Me, The Market & The Money: Technologically Speaking, You Are Your Brand

Presenters:



**David Atkins, Principal
GO4**

&

**Rhonda Carson Leach, President
Savvy Consulting Group, LLC.**



"Learn how your brand identity and the Web can take your business to the next level!"

Join us for this latest "Marketing and Branding" installment as part of our IT series and find out just how much 'tech' you need to generate the results you want. Find out about:

- Website and 'E-Commerce' Basics.
- 'Blogs' and 'Online Communities' to build credibility and reach customers.
- Marketing tactics using search engines and 'e-zines' to drive traffic to your website & more.

Tuesday, August 28, 2007

9:00 A.M. – 11:00 A.M.

Riverside Center for Innovation

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