

## Workshop on getting impact from marketing

Caledon Small Business Enterprise Centre (SBEC) at Caledon Community Services (CCS) is hosting a workshop, Generating Maximum Impact from Scarce Marketing Dollars.

It will be next Thursday (Sept. 29) from 9:30 to 11:30 a.m. at the CCS offices at 18 King St. East in the Royal Courtyards, Bolton. Guest speaker Tawanda Chirenda will share how business owners can harness the power of authentic engagement and turn audiences into advocates for their business.

“In today's market, you do not need a lot of money to get your message in front of your best customers,” Chirenda said. “You just need to know how to move beyond just trying to get customers, to building an audience and seeing that audience as an extension of your marketing team.”

As a business owner and operator of an audience engagement agency called Becoming a Willing Student, Chirenda has been helping entrepreneurs, business people and creative professionals showcase the human side of their businesses since 2014. He has trained more than 250 entrepreneurs on how to make their businesses succeed and was proud to be part of the 2013-14 CivicAction's DiverseCity Fellows program; one of North America's top programs for rising leaders in urban issues and change.

“There has never been a better time to build an audience for your business,” he said. “However, it's not enough to just have an idea. You have to learn how to connect with your audience on a different level and get them to respond to your message so you can get the maximum impact from limited resources.”

Book a seat by contacting Caledon SBEC at 905-584-2300, ext. 200, or [sbec@ccs4ul.org](mailto:sbec@ccs4ul.org)