

Information and Application, July to December 2019 Program



THE
Chamber

SMALL BUSINESS MARKETING ACADEMY



PRESENTED BY:



Comprehensive • Classroom Style • Curriculum Driven

The Small Business Marketing Academy, presented by South State Bank, assembles small business owners/managers to learn, share and plan for a growing and thriving business.

Participants meet **1 day a month** for **6 months**, learning practical advice and best practices from **local industry experts**, and ultimately developing a **customized, actionable marketing plan**.

Topics covered in the Academy include:



Essential Marketing
Plan Ingredients



Branding Basics



Marketing Through
Technology



Messaging

Sample Program Schedule and Industry Experts*

Day 1, July 31, ESSENTIAL MARKETING PLAN INGREDIENTS

Rebecca Best, Emineo Marketing; Caroline Ashe, Ivey Homes; Eddie Writer, ADP

Day 2, August, 28, BRANDING BASICS

Josh Whiting, New Fire Media; Brandon Haddock, Textron Specialized Vehicles; Megan Moye, Meybohm Real Estate; Jim Thorpe, Ellefson Transportation Group

Day 3, September 25, MEDIA & ADVERTISING

Rick Donaldson, Mass Media Marketing; Craig Young, Comcast Spotlight; Tony Bernados, The Augusta Chronicle; Justin Wheelon, Oak Film Co.; Mike Thomas, Alison South Marketing Group

Day 4, October 30, MARKETING THROUGH TECHNOLOGY

Mike Parsons, PowerServe; Sabrina Dean, TaxSlayer; Paul Sterett, White Hart Insight

Day 5, November 20, MESSAGING

The team at Ocozzio

Day 6, December 18, CREATE YOUR MARKETING PLAN—GRADUATION!

One-on-one assignment with marketing expert mentor

*Program Schedule and Speakers subject to change.

The Academy runs twice per year with classes beginning in July and January. Classes are held on the last Wednesday of the month (except November and December).

TO PARTICIPATE: Applicants must 1) be in operation at least two years; 2) submit an application, 3) agree to the terms of enrollment and tuition fee of \$150 Members (\$300 prospective members), 4) complete a self-assessment of their business prior to the start of the program, and 5) pledge to attend all classes of the program.



Application and Payment must be Received by July 19, 2019

Applicant Name _____
(first) (last)

Position/Title _____

Business Name _____

Month/Year Business Started _____
(must be in business at least 2 years)

Business Address & Contact Information

Address Line -1- _____

Address Line -2- _____

City, State, Zip _____

Participant Email _____

Participant Phone _____

By submitting this application, I understand the terms of participation in the Academy includes a non-refundable tuition of \$150 for Members, \$300 for prospective-members, participation in the class days scheduled and the completion of a self-assessment of my business prior to the first class day.

Signature _____

- Form of payment:** **Check Enclosed** (payable to Augusta Metro Chamber)
 Please call for Credit Card Information

Full Payment must be Received by July 19, 2019

Submit completed application to Sabrina Balthrop
sabrina.balthrop@augustametrochamber.com

Or ATTN: Small Business Marketing Academy,
Augusta Metro Chamber of Commerce, P. O. Box 1837, Augusta GA 30903