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Wheaton & Kensington Chamber of Commerce Lunch Mixer Digital Marketing Trends



www.SelectBizTeam.com

Presented by: Debbie DeChambeau, National Speaker and Business Growth Strategist, Select Business Team, LLC

- We are surrounded by technology that has changed the ways that businesses and consumers interact. The changes permeate all aspects of business: running operations, overseeing human resources and education, tracking performance and making projections and strategies.
- Marketing is one of the areas most impacted by the rise of technology in recent years. Taking advantage of that technology and the avenues it creates for engagement between brands and consumers is at the heart of digital marketing.
- We'll review some trends in digital marketing that should be paid attention to, and ideas for taking advantage of them: Digital + Content marketing / Targeting + Segmentation = Personalization / Mobile Advertising.

Sponsored by the Wheaton



301-933-4590 • LittleCaesars.com

Wednesday, June 29, 2016

from 12:00 NOON – 1:30 PM

at

The Crossway Community Center

3015 Upton Drive, Kensington, MD 20895 • 301-929-2505



www.Crossway-Community.org

To get there, turn north on East Ave. off of University Blvd. by McDonald's, make an immediate left onto Upton Drive. Continue two blocks on Upton to the parking lot. Enter the canopied doors up the stairs in the middle of the building. The meeting room is down the hall to the left.

Pizza and Wings Lunch ~ Mix & Network with Other Businesses

Cost is \$10 in advance or online pay / or \$15 at the door

Register/Pay online at wkchamber.org/events

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Chamber of Commerce**
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YOUR business!

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(Company Name)

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Return payment to: Wheaton & Kensington Chamber of Commerce
2401 Blueridge Avenue, Suite 101 • Wheaton, MD 20902

Check Cash Total Amount \$ _____ for _____ Reservations

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Our Mixers
are usually
on the fourth
Wednesday of
each month.