

NEWS RELEASE



*Where the Sun Rises
on the Smokies*

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

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GLIMPSE THE FUTURE AT INTERACTIVE MARKETING SYMPOSIUM

Help Your Business Succeed By Learning About Tools and Rules of the Communications Revolution

HAYWOOD COUNTY, N.C. (MARCH 16, 2010)—Haywood Community College’s Small Business Center and the Haywood County Tourism Development Authority have teamed up to bring an important symposium to town on Thursday, April 15.

Scheduled from 10 a.m. to noon at the Regional High Technology Center in the Waynesville Industrial Park, “The Revolution Is Now Interactive Symposium” will be presented by David Jacobs and the interactive team from The Tombras Group, a Knoxville-based, award-winning advertising agency.

Appropriate for any and all businesses, the symposium assesses the current state of the interactive and social media revolution, highlights the effects it is having on marketing communications, explores the tools of the near future, and reveals some new rules for reaching consumers.

“We had the opportunity to experience the symposium earlier this year and knew we had to bring it to Haywood County so businesses here could benefit,” said Lynn Collins, executive director of the Haywood County Tourism Development Authority.

“Marketing in the 21st century is constantly evolving,” Collins said, “and this is an opportunity to discover what’s happening now and what’s on the horizon.”

Sharron Donnahoe, director of HCC’s Small Business Center, agreed that local businesses would benefit.

“During such a communications revolution, knowledge—of the latest tools, of current resources and information, of how to reach consumers—is invaluable for any business,” Donnahoe said. “For those just getting involved in interactive marketing and social media, these two hours will really get you up to speed. For those already immersed in it, this will be an excellent opportunity to get a jump on what the future holds.”

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The two-hour symposium consists of five topics: “The American Crisis: The State of Cyberspace” (15 minutes); “The Age of Reason: What’s Next?” (30 minutes); “Common Sense: Everything Has Changed, But Nothing Has Changed” (30 minutes); “The Rights of Everyone: 6 Mantras For Following the Digital Consumer” (30 minutes); “The Final Battle Cry: 6 Rules To Reign As Marketers” (15 minutes).

Don’t wait until it’s too late. Join the revolution and connect with your customers now.

The symposium is free to attend, but space is limited, so RSVP quickly. Call HCC’s Small Business Center at 828-627-4512 or the HCTDA at 828-452-0152 to reserve your spot.

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