



# News Release

For Immediate Release: October 22, 2020

## Durham Hosts Virtual Small Business Seminar for Marketing and Business Communications

**What:** Marketing and Business Communications: The Good, The Bad and The Ugly Virtual Small Business Training Seminar

**Who:** City of Durham Equity and Inclusion Department, Durham County Minority and Women-Owned Business Enterprise Program, and Balfour Beatty Construction

**When:** Thursday, October 29, 2020, from 2 p.m. to 3:30 p.m.

**Where:** Virtual meeting; pre-registration is required for log-in instructions

### Fast Facts:

- The inability to identify with customers, unwillingness to develop a listening ear, and ineffective marketing strategies limit the creation of new business partnerships. Small, minority, and women-owned businesses in Durham are now invited to join construction industry and public agency professionals in a free virtual business seminar to discuss ways to enrich communication skills and promote their business since effective communication helps establish and sustain meaningful business relationships.
- Pre-registration for this free event is required at <https://www.eventbrite.com/e/the-good-the-bad-the-ugly-marketing-and-business-communications-tickets-125340343341>. Log-in instructions for this virtual training seminar will be sent to registered email addresses. Attendees will also have the opportunity to win prizes.
- For additional information, contact Contracting and Compliance Manager Eric Miller with the City's Equity and Inclusion Office at (919) 560-4180, ext. 17241 or [Eric.Miller@DurhamNC.gov](mailto:Eric.Miller@DurhamNC.gov).

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