



Essentials of Selling Local

This one-day workshop is for people interested in learning more about selling products direct to consumers and potentially transitioning into retail sales.

CONTENT FOR THE DAY

Setting the Stage

Learn about the local opportunity, market options and their benefits and opportunities, marketing strategies and merchandising tips.

Discover the scope of the retail market, market drivers and the pros and cons of accessing the retail market opportunity.

Overview

Understand product pricing options

Hear labeling requirements that apply to your products

Learn how to assess your fit in the retail market opportunity

Discover tactics to engage customers and target your marketing efforts

Receive insight into the Flagstaff County REACH program and the Flagstaff Crafted initiative

REGISTRATION & INFORMATION

Date: Thursday, November 8, 2018

Time: 8 a.m. - 4 p.m.

Registration deadline: October 31, 2018

Location: Flagstaff County Admin Bldg
12435 TWP RD 442
Sedgewick, AB

Cost: 10.00 + GST
Lunch and refreshments provided

Register by October 31 at
jwaring@flagstaff.ab.ca
Call: 780-384-4152
or eventbrite.ca

For more information:
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780-384-4152

