



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City hosts free marketing workshop for small business owners, announces additional trainings

The Danville Office of Economic Development & Tourism (DOEDT) hosted a free marketing workshop for small business owners on Sunday, February 22, 2026. Led by Letterpress Communications, this training opportunity focused on practical strategies on branding, social media, and promotional content using Canva. Twelve small business owners were in attendance.

Starting this year, the DOEDT will also offer quarterly marketing workshops covering a range of topics, including branding fundamentals, holiday marketing strategies, and website performance analysis, in addition to the six-week Marketing & Branding Bootcamp.

Upcoming classes include:

- Sunday, April 26 | Reach with Intention: Build a Brand & Messaging Guide
- August 4 – September 8 (Tuesdays) | Holiday Campaign Lab
- Sunday, October 4 | Reach Without a Click: Zero-Click Website Analysis

DOEDT Project Manager, Samantha Bagbey, said “This workshop was intentionally designed to better meet the needs of our business owners. In the past, evening trainings after a full workday were not accessible for everyone, so we’re introducing free quarterly Sunday workshops alongside our six-week series. Our goal is simple: to meet business owners where they are.”

Click here to learn more about upcoming workshops and resources for small businesses: <https://www.discoverdanville.com/discover-danville-va-for-your-business-resources/>

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About the Danville Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism drives the city’s growth by recruiting and retaining businesses, supporting small business development, and fostering a dynamic environment for investment. The office also promotes Danville as a vibrant destination,

showcasing the region's unique attractions, events, and visitor experiences. The DOEDT works to strengthen the local economy and enhance quality of life for residents, businesses, and visitors alike. Learn more at www.discoverdanville.com.