



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City to offer free marketing workshop for small businesses, focus on Canva

The Danville Office of Economic Development & Tourism (DOEDT) will host a free, intensive one-day marketing workshop for small business owners on Sunday, February 22, at Dan River Falls, 420 Memorial Drive, Danville, from 2-6pm. The training opportunity, led by Letterpress Communications, will focus on practical strategies for using Canva, a design platform used for branding, social media, and promotional content.

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.

Classes include:

- Sunday, February 22 | Reach Through Design: Create in Canva
- 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

Samantha Bagbey, DOEDT Project Manager, says this workshop is intentionally structured to better meet the needs of business owners. “In the past, we’ve offered these trainings on weekday evenings after a full workday, and we recognized that model doesn’t work for everyone. Alongside our six-week training series, we’re excited to introduce these free quarterly Sunday workshops to better align with the schedules of our small business community. Our goal is to meet business owners where they are.”

“This workshop is designed for all skill levels,” said Alexandra Veatch, CEO of Letterpress Communications. “Beginners will gain confidence and clarity around where to start, while more experienced users will refine their process and scale their content more efficiently.”

Cost to attend is free, but registration is required. Businesses must be located within the city limits and have an active city of Danville business license to participate.

Businesses can register at <https://forms.office.com/r/ht4P1zM0hX>.

A full schedule of upcoming training opportunities can be viewed here:

<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.