



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Samantha Bagbey
Project Manager
O. 434.793.1753

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City to offer free marketing workshop for small businesses, focus on branding and messaging

The Danville Office of Economic Development & Tourism (DOEDT) will host a free, intensive one-day marketing workshop for small business owners on Sunday, April 26 at Dan River Falls, 420 Memorial Drive, Danville, from 2-6pm. The training opportunity, led by Letterpress Communications, will focus on visual branding and messaging.

During the workshop, participants will build a comprehensive Brand & Messaging Guide tailored to their business. The hands-on training will walk attendees through defining their target audience, positioning, differentiators, voice and tone, and key messages, while also aligning these elements with existing visual assets such as logos, color palettes, and design styles.

“This workshop is designed to make marketing more effective and more manageable for small business owners,” said Samantha Bagbey, DOEDT Project Manager. “From your logo to your website and social media presence, your brand is constantly shaping how people perceive your business. This four-hour session gives entrepreneurs the tools to build a strong foundation for long-term success.”

The workshop is open to all experience levels.

Businesses can register at <https://forms.office.com/r/jaVPBcD362>

Starting this year, the DOEDT will also host quarterly marketing workshops on topics such as holiday marketing strategies and website performance analysis, complementing the existing six-week Marketing & Branding Bootcamp.

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.