



## NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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### **City to host six-week holiday marketing workshop series, “Can You Reach Me Now: Holiday Lab”**

The Danville Office of Economic Development & Tourism (DOEDT) will host Can You Reach Me Now: Holiday Campaign Lab, a six-week marketing workshop designed to help small businesses and entrepreneurs strengthen their holiday marketing strategies. The series will run every Tuesday evening from 6-8:30 pm, beginning August 4 and concluding September 8.

Throughout the workshop, participants will build a complete, ready-to-launch holiday marketing campaign. By the end of the series, attendees will be able to:

- Identify the most effective owned, earned, and paid channels for their holiday marketing efforts
- Better understand their audience and how to reach them
- Create a realistic marketing budget and implementation timeline
- Develop campaign messaging and content for multiple platforms
- Adapt visual and written content across marketing channels
- Present a complete holiday marketing campaign ready for execution

“The holiday season can be one of the most important sales opportunities of the year for small businesses,” said Samantha Bagbey, DOEDT Project Manager. “This workshop will provide the right tools for our business owners to leave with a clear plan and a complete holiday marketing campaign built from the ground up.”

Throughout the series, participants will identify relevant marketing channels, analyze their audience, establish realistic budgets and timelines, develop campaign messaging, create written and visual content, and prepare a final campaign presentation.

The series is open to all small business owners and entrepreneurs, regardless of prior workshop attendance.

Participants who attend all six classes will unlock up to \$500 in marketing support, provided by the DOEDT. Businesses that complete the full series will receive \$250 toward implementing the

holiday marketing plan developed during the workshop. If the business provides a \$250 match, the program will contribute an additional \$250, creating a total implementation budget of \$750.

Registration is free but required. All sessions will take place at Dan River Falls, 420 Memorial Drive, Suite 200, Danville, Virginia.

To register and learn more, click here: <https://forms.office.com/r/zhhhW6wYNM>

To view all upcoming workshops and events, click 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](http://www.discoverdanville.com).