



**CV
WOMEN'S
BUSINESS
CENTER**

INLAND EMPIRE CENTER
FOR ENTREPRENEURSHIP

CVWBC.ORG

Meet the Instructor



STEPHANIE GREENE

CEO OF FG CREATIVE

Stephanie Greene began her career in advertising in the LA area over 30 years ago, as a Media Buyer and New Business Development manager, specializing in residential real estate and shopping centers. She moved into managing the marketing efforts of shopping centers as a Certified Marketing Director, for centers such as Fashion Island, Westminster Mall and Tustin MarketPlace. After that, she headed up marketing efforts at Spotlight 29 Casino, on the team that took the small local casino through the expansion, and into a new era as Trump 29 Casino, working with The Donald himself. She founded FG Creative in 2002, and specializes in Online/Digital/Website Marketing, Social Media, Branding/Design, Strategic Marketing and Public Relations.

Success Strategies and the Pitfalls of Owning a Small Business



Want to know the basics of good marketing? Start here! In this workshop, facilitated by marketing maven Stephanie Green, you will learn fundamental marketing terms and techniques, the top ten tools and simple strategies to help your business grow. Ranging in topics from common-sense strategies to tracking results, this workshop has a little bit of everything for every business.

Join Us and Learn:

- Why traditional advertising methods still work
- How digital platforms can grow your business
- The benefits and low costs of public relations
- Learn how to create integrated campaigns
- The importance of a marketing budget

Date: Tuesday, February 25, 2020

Location: CVWBC

Time: 6:00 pm to 7:30 pm

77806 Flora Road, Suite A

Costs: \$20 with online registration

Palm Desert, CA 92211

Seating is limited - register now at www.cvwbc.org
For more information call the CVWBC at 760.345.9200



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