



**TERRACE AND DISTRICT ECONOMIC RESPONSE TEAM HOSTS LOCAL EXPERT
COVID-19 MARKETING WEBINAR**

Online event: local agencies give tools and tips for keeping businesses connected to their customers

In response to the needs of the business community, the Terrace and District Economic Response Team is hosting a series of free web events. The next event, to be held Friday, April 24, focuses on keeping businesses connected to their customer base through communications and marketing.

This webinar will give local businesses information on supports available to them and provide recommendations on informing customers how to continue to access their goods and services in these challenging times. Participants will get the perspective of marketing and communications specialists from Coast Mountain College, Northern BC Tourism Association, and Northern Development Initiative Trust.

“Keeping lines of communication open is key to keeping revenue streams open, and we hope that this event can help make a difference for our local businesses.” – Michelle Taylor, Executive Director, Terrace and District Chamber of Commerce

“There will be valuable perspectives from a variety of experts which will benefit businesses greatly, including those in the tourism sector.” – Liz Smaha, Executive Director, Kermodai Tourism

The free webinar will take place on Friday, April 24 from 11 am–12 pm and registration is available online at <http://business.terracechamber.com/events/details/webinar-marketing-connecting-with-your-customers-159>.

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FOR IMMEDIATE RELEASE

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