

Merchants' Seminar



presented by

BARBARA WOLD

The Escondido Downtown Business Association, in partnership with the City of Escondido, invite you to attend an exclusive event with **Barbara Wold**.

We all know the challenges of creating, not just a sustainable small business, but, a **THRIVING** business in today's competitive marketplace. Viable profit strategies, customer experience, merchant retention, and downtown revitalization are all at the top of the list in Escondido's historic business district.

Join us for an informative workshop with Barbara. She'll share her expertise on social media to increase foot traffic and sales, how to become a destination business, and more.

Thursday, October 11
5:30 – 7:30pm
Escondido City Hall
201 N Broadway

\$20*

Purchase tickets at
escondido.org/business.aspx



Barbara Wold is an internationally known speaker and authority to the retail, consumer, tourism and hospitality industries. More than 40 years of firsthand experience in sales management, marketing and repositioning have made Ms. Wold a sought after speaker and expert on building business through customer driven strategies.

twitter.com/barbarawold
[linkedin.com/in/barbarawold](https://www.linkedin.com/in/barbarawold)



As an **added bonus**, Barbara will provide 1:1 business assessments on Friday, October 12 on a first come, first served basis. If you would like to be considered for a 1:1 assessment, contact Michelle Geller at (760) 839-4587 or mgeller@escondido.org.
Note: You must attend the October 11 workshop in order to be considered for the October 12 business assessment.



*Financial assistance is available.