



## MEDIA RELEASE

**FOR IMMEDIATE RELEASE**

**MR# 2020069**

**DATE: 9 October 2020**

**RE: Mind Your Business Cumberland workshops being offered**

**AMHERST, Nova Scotia** – The Town of Amherst, in partnership with the Amherst and Area Chamber of Commerce, CBDC Cumberland, the Cumberland Business Connector and the Town of Oxford, is launching the Mind Your Business Cumberland workshop series.

“This is a series of workshops designed to give business owners and professionals an opportunity to expand their knowledge on a number of topics that will help them improve their businesses and accelerate growth,” Tamara Porter, business development officer for the Town of Amherst, said.

The first two workshops will be held during Small Business Week, which runs from Oct. 18, 2020, to Oct. 24, 2020.

Adapting to the 2020 Holiday Shopping Season is the title of the initial workshop. Scheduled to run on Tuesday, Oct. 20, 2020, from 6 p.m. to 7:30 p.m., the workshop will explore ways businesses can implement e-commerce while adapting their marketing plan and in-store shopping experience amid the COVID-19 pandemic in order to maximize their sales during the upcoming holiday season.

Social Selling Reinvented is the second session. It will concentrate on helping salespeople grow their performance on social media in a time when one’s ability to leverage social media to their advantage is more important than it has ever been. The workshop, to be held on Friday, Oct. 23, 2020, from 9 a.m. to 11 a.m., will provide meaningful steps a business can take to take their social selling performance to the next level.

The third workshop, titled Client Retention, will be held on Thursday, Nov. 12, 2020, from 5:30 p.m. to 7 p.m. It will explore how businesses, in this time of pandemic, can retain and do more



businesses with existing clients, and how this will help attract new clients.

Transitioning Your Business will be the topic of the final fall workshop, which will be held on Thursday, Nov. 26, 2020, from 5:30 p.m. to 7 p.m. Participants will hear from business owners and learn how to adapt or transition a business by either expanding product lines or services or moving in to a completely different industry.

All of the workshops will be offered across Cumberland County via zoom meetings or in person. For more information or to register for an upcoming workshop please email [research@cumberlandbusinessconnector.ca](mailto:research@cumberlandbusinessconnector.ca), call 902-614-6912 or visit [www.facebook.com/mindyourbusinesscumberland](http://www.facebook.com/mindyourbusinesscumberland).

Plans are also in the works to hold additional workshops for businesses in the new year. Keep an eye out for more details in the near future.

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