



THE CITY OF SAN DIEGO

Public Library

FOR IMMEDIATE RELEASE
Wednesday, April 27, 2005

CONTACT: Leslie Simmons
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Free Workshop on Marketing Tools for Small Businesses will be Held at Central Library

SAN DIEGO – The City of San Diego Public Library will host a free workshop on marketing tools. This workshop will cover the preliminaries to advertising: creating a business identity and analyzing your target market. It will move on to cover the design and use of a range of print materials (business cards, brochures, newsletters), show how and where to use magazine and newspaper advertising, and provide information on how to use direct mail advertising. This talk will feature sources from the Business Resources Reference Collection in the Social Sciences Section, third floor, Central Library.

The workshop will be held on Wednesday, May 25, from 6 to 8 pm, in the third floor auditorium of the Central Library, located at 820 E St. in downtown San Diego. The workshop will be conducted by marketing consultant Chris Cavanaugh, president of The Christopher Company.

To register, or for more information, please contact Business Resources & Technology Link at the Social Sciences section of the San Diego Public Library at (619) 238-6630, e-mail businesslink@sandiego.gov or visit <http://www.sandiego.gov/public-library/services/businesstech.shtml>.

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