

**New Year for Manufacturers and Small Businesses-
Planning your Vision, Marketing Presence, & Work Goals**

Tuesday, February 28th

9:00 – 2:30

**ParksEdge Event Center
601 E Main St. Jackson, OH 45640**

Agenda

9:00 a.m. **Welcome** – Charissa Gardner, *MEP Growth Advisor*

9:10 a.m. **Manufacturing and Extension Partnership Overview** – Charissa Gardner, *MEP Growth Advisor* and Mick Whitt – *MEP Program Manager*

9:30 a.m. **Small Business Development Center Overview** – Melanie Sherman, *SBDC Specialist*

9:50 a.m. **The Importance of Strategic Marketing Planning** – Don Nixon, *Principal Creative Spot*
In today's fast-paced and ever-changing world of branding, marketing and advertising, it is critical that businesses take the time to develop and activate a Strategic Marketing Plan. We'll discuss this process in more detail, outlining the key components and information along with helpful insight into developing measurable tactics and objectives that produce results.

10:50 a.m. **10-minute Break**

11:00 a.m. **Understanding Burnout** – Chris Gray Ph. D., *owner HR Medic*
Identifying when employees or professionals are burned out, and how to recover and prevent burnout within the organization. Organizational strategies to help heal employees and address environments where burnout may be common.

12:00 p.m. **Lunch**

12:30 p.m. **Coaching Employees** – Chris Gray Ph. D., *owner HR Medic*
Strategic tips for leaders on how to coach employees, address their needs, and establish healthy organizational boundaries. Leaders will understand why and how to better communicate with employees to ensure they hear and understand their expectations.

1:30 p.m. **Navigating the Digiscape** – Don Nixon, *Principal Creative Spot*
Digital advertising is complex, confusing and easily misunderstood. SEO, SEM, programmatic, social, retargeting, OTT, CTV – the options are endless. We'll dissect and discuss these platforms for better understanding and look at ways to know which is right for your organization and how not to get stuck in a long-term agreement that doesn't produce results.

2:15 p.m. **Closing** – Charissa Gardner, *MEP Growth Advisor*



