

**CFAES**

# NEW YEAR FOR MANUFACTURERS and SMALL BUSINESSES:

## Planning your Vision, Marketing Presence, & Work Goals

**Space is limited- register today!**

**For more information:**

[go.osu.edu/newyearformanufacturersandbusinesses2023](https://go.osu.edu/newyearformanufacturersandbusinesses2023)



- ☐ Two featured speakers on educational topics
- ☐ Manufacturing Extension Partnership Overview
- ☐ Small Business Development Center Overview
- ☐ Q & A
- ☐ Lunch and snacks will be provided

### Coaching Employees

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.

### Understanding Burnout

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.

### The Importance of Strategic Marketing Planning

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.

### Navigating the Digiscape

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.

## Manufacturing Extension Partnership Small Business Development Center

**Tuesday, February 28, 2023**  
**9AM – 2:30 PM**

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

**\$15 per attendee**

Lunch and snacks provided

### To Register contact:

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**Registration Deadline:** Friday, February 24<sup>th</sup>