



WORKSHOP

# Get Ready for the 2019 Tourist Season

*How to capture customers and retain their loyalty in the Digital Age*

**Guest Speaker Marc Willson, from the Willson Group, is a national speaker on retail management** and is a retail and restaurateur consultant working for the Virginia Small Business Development Center Network. He brings 35 years of retail experience to bear in helping retail, restaurant, and tourism-related small businesses refine and promote their concepts to the public.



Friday

May 17th, 2019  
1:00-3:00PM

Fort Bragg Town Hall  
363 N Main St  
Fort Bragg, CA

**What you will learn:**

- Get more customers this tourist season
- How to compete in the age of Amazon
- Create and communicate your niche
- Make your business a shopping destination
- Out maneuver on social platforms

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