

# BUSINESS ADVISORY CENTRE

## OCTOBER IS SALUTE TO SMALL BUSINESS MONTH

### BRIDGES TO BETTER BUSINESS

Hosted annually by the Business Advisory Centre, Bridges to Better Business is an interactive seminar series and networking opportunity in support of the Peterborough business community.

Upcoming Dynamic, Learning and Networking Events for Entrepreneurs:

#### **Branding: The Next Step of your Marketing Plan**

Date: Wednesday, October 27  
Time: 6:30pm – 9:00pm  
Location: Best Western Otonabee Inn  
84 Lansdowne Street East, Peterborough  
Cost: \$20

Branding is a Business Strategy. We use brands every day in the choices we all make, associating brands with our perceptions. Consultant and Motivational Speaker Nic Cunningham will present on branding as a business strategy, differentiating yourself and creating a brand.

#### **Economic Opportunities in a Changing Rural World**

Date: Wednesday, November 3  
Time: 6:30pm – 9:30pm  
Location: Asphodel Norwood Community Centre  
88 Alma Street, Norwood  
Cost: \$25

Internationally-recognized cultural planning expert Gord Hume will deliver a presentation for rural communities to discuss what a downtown must offer and the importance of cultural planning in developing new strategies to attract customers, visitors, tourists and more.

#### **TO REGISTER FOR SEMINARS, PLEASE CONTACT:**

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