



College of Agricultural & Environmental Sciences

Center for Agribusiness and Economic Development

UNIVERSITY OF GEORGIA

The University of Georgia presents:

Modern & Sustainable Marketing: How to Reach and Keep Customers Engaged.

One day Workshop

April 24th, 2017
Norcross Cultural Arts and
Community Center
10 College St.
Norcross, GA 30071

AGENDA

8:30 am Welcome & Course Introduction

8:40 am Keynote address

M. Kulinski
Georgia Department of Agriculture

SESSION I

9:00 am *Integrated & sustainable business plan
for small Agribusinesses*

Dr Kent Wolfe

10:15 am COFFEE BREAK

Sponsored by:
The Center of Innovation for Agribusiness

10:45am *Concentrated marketing essentials*

Mrs. Vanessa Shonkwiler

12:00 am LUNCH (@The Bleu House Café) & NETWORK

SESSION II

1:00 pm *Keep up with the financials in the long term*

Dr Tommie Shepperd

2:15 pm BREAK

2:45 pm *Modern Marketing: How to build customers' relationship*

Mrs. Vanessa Shonkwiler

3:30 pm ADJOURN

This workshop is being supported by:

