



## Charleston County News Release

Release Number: 3520  
Date: October 25, 2012

### **Nov. 8 Seminar and Networking Event for Business Owners**

*Space is limited, preregister with LaZana Porter at (843) 958-4769 or [lporter@charlestoncounty.org](mailto:lporter@charlestoncounty.org)*

[Charleston County Government](#) announces a seminar and networking event for business owners on Thursday, Nov. 8. The event will be held at 6 p.m. in the Room B-339 of the Lonnie Hamilton, III Public Services Building located at 4045 Bridge View Drive in North Charleston.

The networking portion is being hosted by Charleston County's [Disadvantaged Business Enterprise](#) and [Small Business Enterprise](#) programs under the [Charleston County Contracts & Procurement Department](#).

Prior to the networking event, Caton Easterling, President of Sterling Marketing, will present: "The Importance of Branding in a Tough Economy."

#### **Topics to be presented:**

- What is Branding
- How important is it to Your Marketing Strategy
- Examples of Brands that Work and Brands that Failed and Why
- What is Value Proposition
- What is a Brand Promise
- Steps of Building the Brand
- Local and National Branding Success Stories
- The Brand Formula for Success

#### **Those attending the workshop will have the opportunity to:**

- Meet and network with other minority and small businesses
- Meet prime contractors that routinely bid on major [Charleston County Government](#) construction and road projects

#### **Space is limited, so those wishing to attend must sign up in advance by contacting:**

- LaZana Porter by phone at (843) 958-4769 or by email at [lporter@charlestoncounty.org](mailto:lporter@charlestoncounty.org).

Visit the Charleston County website at [www.charlestoncounty.org](http://www.charlestoncounty.org) for news, services and up-to-date information relating to Charleston County Government.

- Follow "ChasCountyGov" ([www.twitter.com/ChasCountyGov](http://www.twitter.com/ChasCountyGov)) on Twitter! -