



Holiday Retailing: From 'Bah Humbug' to Booming Sales

Join **Marc Willson**, retail consultant for the **Virginia SBDC**, on **Monday, November 7th**, to learn more about holiday retailing strategies. Topics include:

- Most important 8 weeks of the Year
- Seven simple strategies
- Educate the Community
- Create a Strategy
- Dress up your windows
- Merchandise for the Holidays
- Personalize the Experience
- Focus on Customer Service
- Market your Brand
- Retain new customers

Additionally, a limited number of 60-minute private counseling sessions are available.

Please contact Williamsburg Economic Development at 757- 220-6125 for more details.

The workshop and counseling sessions are **free** and open to all Greater Williamsburg businesses located in James City County, York County, or the City of Williamsburg.

To learn more about Marc Willson, visit www.thewillsoncompany.com.

Monday, November 7th from 10:00 a.m. – 12:00 p.m.

Stryker Center - 412 N. Boundary St, Williamsburg, Virginia 23185

Light refreshments will be served.

For Registration or more information: businessevent@williamsburgva.gov or 757-220-6125

