



Contact: Janelle Mahlmann, Program Coordinator
Arts Council of Greater Grand Rapids
532 Ottawa Avenue NW, PO Box 2265
Grand Rapids, MI 49501-2265
(616) 459-2787 x12
jmahlmann@artsggr.org

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**The Arts Council announces April workshop:
“Marketing 101-A Recipe for Success”
2-PART SERIES: April 17 & 24, 5-7pm
Arts Council of Greater Grand Rapids
532 Ottawa Avenue NW**

Marketing 101-A Recipe for Success

On **April 17 and 24, 5-7pm at the Arts Council**, Susan K. Jones, marketing professional and professor at Ferris State University will present a **two-part series** of workshops on the **basics of developing a winning marketing strategy**. The cost is **FREE** for members of the Arts Council and \$15 for non-members.

- **Do you feel like you are the best-kept secret in Grand Rapids?**
 - **Does your organization do great work and want more people to experience it?**
 - **Are you aware that you need a marketing strategy but don't know how to begin?**
- The Arts Council can help!**

The **first workshop in the series on April 17** will cover **important marketing basics** and participants will begin to **draft a marketing plan**. Professor Jones will lead the group in setting marketing goals and describing their organization's niche within the community. During the **second workshop in the series on April 24** participants will **complete the outline for a solid and successful marketing plan**. **Come with questions, leave with a plan!**

To RSVP for the series by April 14 or to inquire about membership with the Arts Council, call (616) 459-2787.

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