Library Offers ‘Marketing and Branding Toolbox’ for Entrepreneurs

MCPL’s Square One Small Business Services Offers Half-Day Workshop with Industry Leaders

Lee’s Summit, MO – On Friday, August 30, from 8:00 a.m. to noon, Mid-Continent Public Library’s Square One Small Business Services will help local entrepreneurs learn how to create their own “Marketing and Branding Toolbox” through a series of breakout sessions led by local experts at Bridge Space in Lee’s Summit (210 SW Market Street, Lee’s Summit, MO).

During the half-day workshop, attendees will learn current best practices in marketing, how to utilize the tools available today to grow their business, and the distinction between marketing, branding, and advertising. Instructors will also cover the top five mistakes businesses make when it comes to thinking about their marketing strategies. The Marketing and Branding Toolbox workshop will offer attendees real-time advice and feedback from industry leaders as they work through each curated breakout session.

“Developing and growing a brand from scratch can be an overwhelming process” said Amy Fisher who leads MCPL’s Square One team, “especially if you’re a first-time business owner with no previous marketing experience. But with the right tools and plan, even a budding entrepreneur can become a successful marketer and business owner. That’s where this workshop comes in—local experts are going to walk attendees step-by-step through the marketing and branding process and show them what they’ve learned building their own successful ventures.”

Presenters at the Marketing and Branding Toolbox workshop include:

- Cynthia Fails, Founder and Chief Opportunity Officer, LaunchCrate Publishing
- Larissa Uredi, CEO and Lead Content Curator, NoWhere Consultants
- Erin Sullivan, Founder and Creative Director, Pop Cap Creative
- Pam Hausner, Owner of Big Vision Design LLC
- Katie Bean, Business writer

Doors will open at 8:00 a.m. for networking, and the session will begin at 8:15 a.m. Coffee and snacks will be provided. This program is free to attend, but registration is required at mymcpl.org/SquareOne.

This program is funded by a grant from the Ewing Marion Kauffman Foundation.

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Mid-Continent Public Library is the largest library system in the Kansas City metropolitan area, operating 31 branches and two Library-To-Go locations and serving more than 816,000 people in Jackson, Clay, and Platte Counties. The Library strives to enrich our citizens and communities through expanding access to innovation, information, ideas, and inspiration. MCPL is a 2014 National Medal for Museum and Library Service winner. Connect with the Library on Facebook, Twitter, and Instagram.

Square One Small Business Services at Mid-Continent Public Library supports local entrepreneurs through access to information, programs, and opportunities during regular library business hours. Small business specialists are available to meet with business owners by appointment. For more information about Square One Small Business Services, contact a business specialist at squareone@mymcpl.org or visit mymcpl.org/SquareOne.