

**** PRESS RELEASE ****

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Tips and Tricks for Increasing Business in the Winter Months

Watkins Glen, NY – With winter nearly upon us, there is no better time to discuss how to boost business in what those in the tourism industry call the “shoulder season”. Join us on December 12 from 8am to 10am at the Watkins Glen Area Chamber of Commerce (214 N. Franklin Street, Watkins Glen) for the Chamber’s December Think Tank, titled Tips and Tricks for Increasing Business in the Winter Months.

This event will begin with the Chamber’s Tourism and Marketing Manager, Brittany Gibson, talking about using social media effectively. Following that, Brittany will be joined by the team from Barnstormer Winery, Amy Brennan from Custom Geekery, and Jim Guild from Famous Brands for a panel discussion facilitated by Anna Rainous, Chamber Events Manager. This will be followed by a time of open question and answer, as well as a round table discussion.

Attendees are encouraged to bring any and all marketing-related questions. Think Tanks are offered as a complimentary benefit to members of the Watkins Glen Area Chamber of Commerce. Advance reservations are requested by Monday, December 11. Please contact Events Manager Anna Rainous to RSVP: 607-535-4300 or anna@watkinsglenchamber.com.

The Watkins Glen Area Chamber of Commerce’s mission is to advance economic success through support, promotion, and education. In furtherance of this mission, the Chamber presents many educational opportunities throughout the year for local businesses and organizations, Think Tanks are just one of these opportunities. Think Tanks are held monthly on the second Tuesday, with times alternating between 4-6pm for odd months and 8-10am for even months.

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