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June Think Tank: Storytelling for Marketing

Watkins Glen, NY – Storytelling is one of the most powerful ways to breathe life into your business and your brand. In fact, many marketing experts feel that storytelling is the future of content marketing strategy. Don't get left behind! Join us on **Tuesday, June 12 from 8:00 am to 10:00 am** at the Watkins Glen Area Chamber of Commerce (214 N. Franklin Street, Watkins Glen) for a Think Tank dedicated to storytelling for marketing.

The panel will include local marketing and storytelling experts including Katie Budd, Marketing Manager at Finger Lakes Distilling; Josh Teeter, Environmental Educator for the Finger Lakes Region State Parks; and Brittany Gibson, Tourism and Marketing Manager at the Watkins Glen Area Chamber of Commerce.

Katie will share her expertise utilizing storytelling in selling products and getting customers to buy into a brand, not just its products. Josh will share his experience using storytelling at Watkins Glen State Park and tying that to the larger, regional story, as well as telling the story of an agency too. Brittany will speak about the overall value of content marketing and the importance of storytelling as part of a comprehensive, successful marketing plan.

Gibson shares, "Content is king in today's marketing. Today's consumer is smart and being overly promotional simply does not work. The power of telling a story, when done correctly with strategic planning, will provide great engagement with your content and brand. Come and learn how you can use storytelling to take your business or organization to the next level."

Think Tanks are offered as a complimentary benefit to members of the Watkins Glen Area Chamber of Commerce. Advance reservations are requested by Monday, June 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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