



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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**LOCAL MARKETING EXPERTS SUPPORT SMALL BUSINESS OWNERS**  
**Four experts share marketing best practices at The Chamber's annual Small Business Marketing forum**

**December 2, 2020, WINNIPEG, MB** - Tomorrow, at The Winnipeg Chamber's annual Marketing and Sales Small Business Forum, the Winnipeg business community will hear from some of our city's industry leaders on top trends and best practices for marketing online. The COVID-19 pandemic has forced businesses to innovate and reimagine how they do business. Shifting business online has become essential, which is why we have brought in four keynote speakers who will touch on just that.

The forum will include a series of four mini 10-minute keynotes from the following industry leaders:

- **Saina Fan**, Senior Manager of Business Enablement at RBC the art of selling. *Selling is a human thing (we all do it!)*
- **Bryan Borzykowski**, Founder of ALLCAPS Content on content creation. *How to create content people will read!*
- **Darryl Stewart**, Partner of Chaeban Ice Cream on social media. *The secrets behind a successful social media account.*
- **Obby Khan**, Founder of Good Local on supporting local. *The business case for supporting local.*

In addition to the keynote presentation attendees will have the opportunity to connect through one-on-one networking, do some holiday shopping in our virtual marketplace featuring some great specials from local vendors and discuss the day's topics.

Four times a year, our Small Business Forums bring the community together, to connect and confer on issues that are important to the success of their business, in a relaxed environment that will feature presentations, networking and connecting.

**DETAILS:**

Thursday, December 3, 2020  
8:30 a.m. - 10:30 a.m. (CST)

**HOW TO JOIN:**

Hopin Registration Link: <https://hopin.com/events/small-business-forum-sales-and-marketing>

**PROGRAM:**

8:30 a.m. – Virtual Marketplace and Networking

**Virtual Booths:**

[The Portal](#)

[Felicheeta Artistry](#)

[LMVA Consulting](#)

[Compost Winnipeg](#)

[I Am Love Project](#)

[7 Oaks School Division](#)

[Max's Restaurant](#)

[Spa Botanica](#)

[Red River College](#)

9:00 a.m. - Program Starts / Welcoming Remarks

*Carly Minish, Co-Chair of the Small Business Advisory Council and Founder of [SMAK DAB](#)*

9:10 a.m. – Keynote Presentations

Speaker #1 – The Art of Selling – Saina Fan, [RBC](#)

Speaker #2 – Writing Content – Bryan Borzykowski, [ALLCAPS Content](#)

Speaker #3 – Successful Social Media – Darryl Stewart, [Chaeban Ice Cream](#)

Speaker #4 – The Business Case for Shopping Local – Obby Khan, [GoodLocal.ca](#)

9:55 a.m. – Breakout Sessions

10:30 a.m. – Program Ends

-30-

**About The Winnipeg Chamber of Commerce:**

The Winnipeg Chamber of Commerce uses its position as a community leader, a member business supporter and a public policy influencer to build a city where industry prosperity and community wellness grow.

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