**FOR IMMEDIATE RELEASE:**

**Small Business Marketing Workshops to be Presented by WPB Office of Economic Opportunity**

*Workshops facilitated by Brittani M Design will focus on basics of branding and how to make an impact*

**WEST PALM BEACH, FL (August 31, 2021) –** The City of West Palm Beach Office of Economic Opportunity, in partnership with Brittani M Design, will present a series of three workshops on branding and how small businesses can brand better to make an impact! These free workshops will be hosted virtually on September 7, September 14, and September 21 of 2021, at 3 p.m. EST. Small-, minority-, and women-owned businesses can learn how to showcase their brand more clearly, make better branding decisions, and stand out from the competition.

Taught by Brittani Millington, the workshops will feature tutorials and the development of a mini-style guide to help keep branding consistent. The workshops will cover:

* Introduction to branding. Simple information on branding and how to use it.
* The elements of good design, including the process for creating visuals for business.
* How to create a style guide for your brand to promote consistency and build brand awareness.

Brittani Millington is a brand strategist, a designer, and the founder of BM|Design.

**Registration is now open! Click on each event to register for these free events!**

* 9/7/21 - [Introduction to Branding](https://www.eventbrite.com/e/167121824877)
* 9/14/21 - [The Elements of GOOD Design](https://www.eventbrite.com/e/167349094647)
* 9/21/21 - [Create A Simple Logo Brand Style Guide](https://www.eventbrite.com/e/167350023425)

The City of West Palm Beach is committed to promoting diversity and inclusion for small minority and women-owned businesses in the procurement process. For any additional questions, please contact Procurement Programs Compliance Officer Sandra Hammerstein at [SHammerstein@wpb.org](mailto:SHammerstein@wpb.org) or (561) 822-1273 (TTY: 800-955-8771).