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BUSINESSES WILL LEARN HOW TO MAKE GREAT SOCIAL MEDIA THEIR 'GOAL' AT ROUNDTABLE

Anthem, Ariz. – The Anthem Community Council Economic Development Committee (EDC) will host its fourth Business Roundtable at the Anthem Civic Building, March 1, 8-10 a.m. All Anthem business owners, operators and commercial property managers are invited to attend. The event is free, and breakfast will be provided beginning at 7:30 a.m.

Arizona Coyotes Social Media Manager Marissa O'Connor will be the featured speaker, and will share with businesses how to make great social media their "goal." Local social media experts Nicole Simons, Eric Twohey and Chris Prickett will moderate discussions on reputation management, getting started with social media and growing your business with social media, respectively. Participants will have the opportunity to interact with the speaker and moderators, and practice social media strategies through group discussions.

"We have received so much positive feedback about how beneficial the roundtables have been," said Justin Simons, chairman of the EDC. "Several local businesses have requested a discussion on the impact social media has or will have in their respective industries. To that end, we are excited to have Ms. O'Connor join us from the Coyotes. This is an event not to miss!"

Participants will also have the opportunity to register their business to win one of two Pole Banner Sponsorships for Anthem Days, the annual business expo that takes place in Community Park, March 25-26. Be sure to bring business cards for the drawing, and to share with others in attendance. The event is free to attend, but registration for planning purposes is required: OnlineAtAnthem.com/ACB-programs.

The EDC studies and recommends policies relating to promotion of economic development in Anthem in order to promote the community as the "hub of the North Valley" and a place to live, work and play, in order to facilitate enhanced property values and promote a positive image of the community.

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