

NextFarm® Workshop

Farm-to-Consumer Marketing: Tools you need to grow a successful farming business

Tuesday, March 7, 2017

8:30 AM – 12:30 PM

Northwest Tennessee Development District, 124 Weldon Street, Martin, TN 38237

Cost: \$20 at the door (checks made payable to NTEC)

8:30 - 9:00	Registration, Networking, Breakfast	
9:00 – 9:15	Welcome and Overview of the Day	Carol Reed and Samantha Goyret, NWTN Entrepreneur Center
9:15 - 10:15	Farm-to-Consumer Marketing: Learn more about how to make your farmers market and individual booths more attractive to consumers and how you can reach consumers through best marketing and communication practices.	Greer Gill Tennessee Department of Agriculture, Marketing Specialist Market Development Division
10:15- 10:30	Break	
10:45 - 11:15	Social Media Best Practices: Facebook, Twitter and Website methods to keep consumers engaged	Samantha Goyret, NWTN Entrepreneur Center, Local Food Network Coordinator
11:15 – 12:00	What's in a Logo? Designing a logo for your farm	Lane Last, UTM, Visual and Theatre Arts Professor
12:00 – 12:15	Closing Remarks, Exit Survey	Carol Reed, Samantha Goyret

Participation in the NextFarm® Workshop Includes...

Breakfast and snacks

Farm-to-Consumer Marketing & Social Media Information

Logo and Website Design by UTM Design Students

Printed Professional Sign with Newly Designed Logo

