

# Press Release

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FOR IMMEDIATE RELEASE  
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**IDF TO OFFER FREE WORKSHOP: MARKETING YOUR BUSINESS -  
THE PROFESSIONAL APPROACH**

NEW IBERIA, LA: The Iberia Industrial Development Foundation (IDF) will be hosting a FREE Seminar titled: "MARKETING YOUR BUSINESS - THE PROFESSIONAL APPROACH" on **Wednesday, September 13, 2006** from **4:00 pm - 6:00 pm**. This **FREE WORKSHOP** will be held at the **Iberia Parish Library - Parkview Branch**, located on the Old Jeanerette Road, in New Iberia. Those interested in attending should call the IDF at **(337) 367-0834** to register- Seating is limited!

This seminar is intended to provide local businesses, or individuals interested in starting a business, with some basic knowledge of what is included in a professional marketing plan and how to develop one. A panel of area marketing professionals will provide vital and insightful information to participants on how to identify your customer and develop a brand for your business.

Some of the topics to be discussed include: Electronic Media, Print Media, Billboards and Signage, the use of Flyers and Specialty Items and much more. If you want to learn more about how successful businesses use press coverage and other "free" methods to promote their business this seminar is for you.

Participants will each leave with a FREE "**Iberia Parish Business Owners Marketing and Media Kit**," which will provide some detailed information on the various advertising options available in the area and a working plan for those interested in maximizing their marketing opportunities within their current budget.

If you are interested in attending "Marketing Your Business - The Professional Approach" please contact the IDF office at (337) 367-0834 or visit us at [www.iberiabiz.org](http://www.iberiabiz.org)

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