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FOR IMMEDIATE RELEASE

MARKETING TO AND ENGAGING DIFFERENT AGES AND GENERATIONS
Free Business seminar, Monday, December 12, 11-1 p.m.
Morganton Community House, 120 North King Street
Sponsored by the Western Piedmont Community College Small Business Center &
The Morganton Downtown Development Association.



Knowing what appeals to and interests different ages and generations is the secret to reaching the customers and clients within your target market. And knowing which marketing tools work most effectively and how to use them will help you get your message directly to them, according to Emily Ballance, MEd, LPC and Certified Speaking Professional.

Ballance will present a seminar entitled “Marketing to and Engaging Different Ages and Generations,” Monday, December 12, 11:00 – 1:00 p.m. at the Morganton Community House, 120 North King Street. This Lunch n Learn, sponsored by the Western Piedmont Community College (WPCC) Small Business Center and the DDA, is free and open to the public. For questions or to register, contact Eddie McGimsey, Small Business Center Director at emcgimsey@wpcc.edu.

Ballance had this to say about the upcoming seminar, “People of different ages and generations have unique preferences and preferred ways of receiving information. In this seminar, we will look at the characteristics of each generation, some of the marketing tools that work best for each, even words and phrases that resonate with specific groups, and ways that social media can be used to engage generations and create loyalty. The generations that will be included are Millennials, 16-35; Gen-Xers, 36-51; Baby boomers, 52-70; and Traditionalists, 71-91.”

“In my seminars, I always save time for and encourage discussion,” Ballance said, “because attendees learn from hearing directly from members of other generations how they prefer to make connections. They also learn from hearing about experiences and approaches that work and about the ones that don’t work so well. The combination of generational information and discussion helps all generations increase their understanding of others and learn how to create the positive connections that lead to effective marketing, no matter what form of media they use.

Ballance speaks on business related topics at Small Business Centers throughout the North Carolina Community College System. She also presents keynotes and workshops across the country on stress management, generations, communication, networking, customer service and other topics, all with a humorous twist. To find out more, visit www.emilyballance.com.

Emily has earned the Certified Speaking Professional designation, the highest earned designation awarded by the National Speakers Association. Women in the National Speakers Association who have earned this designation make up less than 8% of its total membership.

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