

## DIGITAL READY BUSINESS HANDS-ON WORKSHOPS

### PURDUE EXTENSION – COMMUNITY DEVELOPMENT & JRS MAR + COM

Purdue Extension and JRS Mar + Com will host a workshop series designed to enhance your knowledge of digital business strategies and provide hands-on experience in elevating your business online. Register for one of these workshops to take advantage of digital tools to grow your business!

Topic	Date	Description
<b>Claiming your Online Turf for Small Businesses</b>	2/4	Learn how to establish your business' virtual identity on multiple platforms and take a step-by-step walk-through for your business led by JRS Mar + Com
<b>Social Media for your Small Businesses</b>	2/11	Learn about various types of social media, their strengths, weaknesses, and audience, then apply your learning in a hands-on exercise led by JRS Mar + Com
<b>Evaluating your Online Marketing Effectiveness</b>	2/18	Understand how to evaluate analytics and digital marketing campaigns to measure your return, then apply your learning with assistance from JRS Mar + Com
<b>Artificial Intelligence for your Small Business - <i>VIRTUAL ONLY</i></b>	2/25	JRS Mar + Com helps you explore Agentic AI and frameworks to build AI Agents that handle tedious business tasks.

**When:** 9:00-10:30am

**Where:** North County Complex 3560 Willowcreek Road, Portage

**What to Bring:** Your business laptop

**Cost:** \$20 per workshop or \$60 for all four

**Registration Limit:** 25 participants per workshop

Scan QR Code to Register



Registration & Payment  
due Jan. 28th

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