



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
Claiming your Online Turf for Small Businesses	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
Social Media for your Small Businesses	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
Evaluating your Online Marketing Effectiveness	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
Artificial Intelligence for your Small Business - <i>VIRTUAL ONLY</i>	2/25	JRS Mar + Com helps you explore Agentic AI and frameworks to build AI Agents that handle tedious business tasks.

Scan QR Code to Register

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



Registration & Payment
due Jan. 28th

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