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UNLOCK THE DIGITAL POTENTIAL OF YOUR SMALL BUSINESS AT BEDC'S 'VIRTUAL VISION' WORKSHOP

Hamilton, Bermuda 26 February 2024 – The Bermuda Economic Development Corporation (BEDC) is excited to announce an upcoming workshop, Virtual Vision: Crafting Your Small Business' Online Presence. This event is designed to help Bermuda's small businesses thrive digitally, providing entrepreneurs with the tools to start or improve their online presence.

Dennis Carter, Micro, Small, and Medium Enterprise (MSME) Officer and Officer responsible for the St. George's Economic Empowerment Zone (EEZ), highlighted the importance of the workshop: "This event is designed to help drive Bermuda's small businesses into the digital age by focusing on empowering local entrepreneurs to gain access to the vast opportunities available online."

The workshop will guide attendees through essential aspects of building a solid online presence, including using social media to grow your brand, and understanding digital marketing to increase visibility and sales. Key topics will include creating an engaging website, strategies for social media engagement, insights into digital marketing to drive traffic and boost sales, setting up an online store, and more!

This session goes beyond basic training; thus, attendees are invited to bring their laptops so that they can enjoy practical hands-on learning which is a crucial step towards leveraging the internet to expand.

Scheduled for Thursday, March 7th, from 5:30 PM to 7:30 PM at the St. George's Incubator Hub, located at 11 Water Street, Upper Floor, St. George's. With only 15 spaces available, early registration is encouraged to secure your participation. Attendees will also enjoy light refreshments provided during the event.

Don't miss this opportunity to learn how to effectively showcase your products and services online, reach a wider audience, and take advantage of the digital tools available to enhance your business operations. Sign up today and start your journey towards online success by visiting www.bedc.bm.

About BEDC

Bermuda Economic Development Corporation (BEDC) is Bermuda's premier source of free, confidential business advice for entrepreneurs. The mission is to serve Bermuda's local business community with the highest degree of professionalism by providing authoritative

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business advice, counsel, and loan guarantee support. Bermuda Business Starts Here! For more information, visit www.bedc.bm.

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