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August 18, 2020

WEBINAR REMINDER: "Our Changed World – Things Your Tourism Business Can Do To Pivot & Adapt", Thursday at 2pm

Presented by Yelp's Small Business Expert Emily Washcovick

AUGUST

20

Register for Free with Promo Code "ASHEVILLE"

Thanks to a special arrangement with our friends at www.eLearningu.com, Explore Asheville is happy to announce an opportunity for partners featuring Yelp's Senior Field Marketing Manager and Small Business Expert. Emily Washcovick will talk about ways to mindfully consider the needs of your core demographic, while also continuing to make your business an inclusive place that welcomes people of diverse backgrounds.

If you welcome visitors into your business, it's important to be mindful and open to the different needs and experiences of your customer base. The willingness to listen and learn from other perspectives, and then implement strategies to ensure your business continues to be open and welcoming to all groups, is what helps you continue to evolve and bring more to the bottom line.

In this webinar, Emily will address:

- Ways to expand your target marketing audience and thoughtfully consider the needs of that demographic
- Strategies for implementing feedback to help your business serve the needs of diverse consumers
- Tips and tools for communicating your business mission and standards in a way that expands your customer base

[Learn more and sign up here. >>](#)



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