



## 2020 Coffee, Tea & Cocoa, Fall Session

### Agenda

<b>Monday, August 17, 2020</b>		
Marketing & PR Strategies: Getting Celebrities to Endorse Your Brand	7:00 AM	4:00 PM
Marketing & PR Strategies: Ageless Marketing	7:00 AM	5:00 PM
Marketing & PR Strategies: Adapting Your Message to Key Industry Trends & Issues	7:00 AM	5:00 PM
Marketing & PR Strategies: Keeping Buyers Happy	7:00 AM	5:00 PM
Marketing & PR Strategies: Leveraging Local Media to Drive Brand Growth	7:00 AM	5:00 PM