Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism and The New Jersey Small Business Development Center Present Workshop for Small Business Professionals

The Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism (LIGHT) and The New Jersey Small Business Development Center (SBDC) at Stockton University present Hospitality and Business SpotLIGHT: Managing Your Workforce, Client Relationships and Social Media on Monday, December 11 from 8:30 am to 12:00 pm at the Stockton University Campus Center in Galloway Township.

The workshop will focus on the unique challenges and opportunities in human resources and marketing for small business owners and professionals in the Hospitality and Tourism Industries.

The program will include:

Panel Discussion: Recruitment, Hiring & Workforce Communication- A panel of

strategies to grow existing social networks, increase customer engagement and leverage influencers to meet their marketing and sales goals.

Session Three: Digital Marketing with The Press of Atlantic City- Digital Marketing Manager, Michael Chait will provide an overview of The Press of Atlantic City's Digital Marketing services as an example of what media outlets can do to help promote small businesses.

Participants are encouraged to stay after the conclusion of the event for networking.

 Pre-registration is strongly encouraged. The registration fee of $20.00 may be submitted online (EventBrite) or in person at the Stockton University Campus Center Information Desk.

For more information please visit www.stockton.edu/light or call (609) 626-3859.

The Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism (LIGHT) at Stockton University provides a forum for public policy discussions regarding the gaming, hospitality and tourism industries in New Jersey. The Levenson Institute engages our faculty, students and others in research, conferences and report writing to support sound decision making among policy makers and leaders in the region's three largest industries.

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