



CITY OF DURHAM
Office of Public Affairs
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DURHAM, NC 27701

News Release

For Immediate Release: April 18, 2016

Share! Register now for free #Durham social media & marketing seminar for small construction firms on 04/28
<http://bit.ly/1VxQUJT>

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Durham Offers Small Business Social Media & Marketing Seminar

Free FY15-16 Seminar Series Designed to Support Small Business Growth

What: How Small Construction Firms Can Use Social Media and Marketing to Reach Their Target Market

Who: [City of Durham Equal Opportunity and Equity Assurance Department](#)

When: Thursday, April 28, 2016, from 6 p.m. to 8 p.m.

Where: City Hall Council Chambers
101 City Hall Plaza, First Floor
Durham, N.C. 27701

Fast Facts:

- This free seminar, presented by [Patrice Gilmore, vice president for Diversity & Inclusion for Holt Brothers Construction](#), will discuss the best social media and other marketing techniques that small construction firms can use to promote their business to public agencies, large construction companies, and construction management firms.
- Participants are asked to pre-register by completing the [online training request form](#) or by contacting Senior Equal Opportunity/Equity Assurance Specialist Vincent Wingate by [email](#) or at (919) 560-4180, extension 17241.

- This [free seminar series](#) was developed by the City's Equal Opportunity and Equity Assurance Department to provide technical assistance services to local, small businesses for this fiscal year.
- Any person with a disability may receive an auxiliary aid or service to effectively participate in this event by contacting the City's ADA Coordinator at (919) 560-4197 or by [email](#) as soon as possible, but no later than 48 hours before the meeting.

About the Equal Opportunity and Equity Assurance Department

The City of Durham [Equal Opportunity and Equity Assurance Department](#) is responsible for the implementation of the City's Equal Business Opportunity Program. Responsibilities include implementation of race and gender neutral measures to facilitate the participation of Small Disadvantaged Business Enterprises (SDBE) in City contracting activity, recruitment, certification, and maintenance of SDBE data bank, business development, City project compliance, monitoring, and reporting. Guided by the City's [Strategic Plan](#), the department ensures that its services support making Durham a great place to live, work, and play by focusing on a strong and diverse economy, assuring that City efforts are innovative and high-performing, and supporting the stewardship of the City's physical and environmental assets.

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