

# Virtual Connection Day: The Columbia Basin

Free one-on-one virtual meeting with a technology expert to help your business survive and thrive

**Friday, July 24 - Apply today!**

Our world is facing unprecedented times, customers are buying goods and services in different ways and businesses need to adapt. The Basin Business Advisors (BBA) program, KAST (Kootenay Association for Science and Technology) and BC Tech are offering small to medium-sized businesses in the Columbia Basin a free one-on-one virtual meeting with a technology expert to learn what tools and tactics you can adopt to help your company in this uncertain time.



## WHO IS IT FOR?

For small to medium-sized companies in non-tech industries in the Columbia Basin looking to learn about what technologies to adopt to reach customers and generate sales.



## WHAT IS IT

Companies who take part in the Virtual Connection Day will be connected with a technology expert through a one-hour virtual meeting. The technology expert will be able to conduct a short review of your business and make suggestions on new technologies and processes to adopt.

**You can choose the focus of your call to be in one of the three areas:**

### DIGITAL MARKETING

**Connect with new customers— and get sales**

#### WHO IS THIS FOR

Any company who wants to ensure sales remain steady and to reach new customers.

- Optimize your website to focus on getting you sales
- Learn how to use social media to convert customers
- Find out how paid advertising works
- Learn how to develop your businesses web presence

### E-COMMERCE

**Sell your products online**

#### WHO IS THIS FOR

Bricks and mortar shops who wish to be able to sell their products online to current and new customers.

- Learn which e-commerce platforms are right for your business to generate sales
- Find out the opportunities e-commerce platforms can have on your business in the long term

### REMOTE WORKING

**Plan for the future to ensure your team stays productive**

#### WHO IS THIS FOR

Businesses who want to ensure productivity remains high while employees work from home.

- Find out what digital tools and best practices enables smooth remote working for teams
- Optimize your systems for strong sales pipelines

The BC Tech Virtual Connection Day is free for participants. Apply for the Virtual Connection day [here](#) by July 17th at noon, 2020  
 If you have any questions, email [hello@wearebctech.com](mailto:hello@wearebctech.com)