

Unlock Media Success



Compelling Press Releases & Digital Press Kit

9–10:30 AM • October 16th

The Launch Pad, 391 Front St E, Grover Beach + Zoom

Curious about how press releases can grow your business?

Need a Digital Press Kit for a product launch or to attract stakeholders but unsure where to start?

Join Becky for an informative workshop packed with practical tips on crafting effective press releases and building your Digital Press Kit. Learn what to avoid, saving you time and resources, and hear about her PR successes from decades of experience. You'll leave with a clear roadmap for earning media and Becky's writing templates to help you get started.



Speaker Becky Mosgofian

Over her 30-year career in public relations and marketing, Becky's worked in television, CSU alumni affairs, fashion and event planning while building her consulting practice, YOBECKO.

Becky also spent eight years advising with Norcal SBDC before moving to the Central Coast. Becky joined us as a Cal Poly CIE SBDC advisor last year.



Register for \$20 at bit.ly/ciesbdcevents



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