



Meet the Media Event Giving Away \$25,000 in Advertising to Local Businesses

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For the second year in a row, Unite Connections is hosting a "Meet the Media" event for local businesses on February 23rd at the Powerhouse Event from 1:00 to 5:00pm, with a media mixer from 5:00pm to 7:00pm. This event is designed to educate business owners on how to be seen in the community using media outlets and to create connections between business owners and local media partners.

The cost of advertising can be expensive. At Meet the Media, local business owners will have the chance to win a total of \$25,000 in advertising giveaways. Local media partners have generously donated advertising space for this event for the business community. Individual prizes will be distributed in gift certificates ranging from \$100 to \$3800 in value.

The event kicks off at 1:00pm with four workshops. Attendees will have opportunity to learn from experts in the Idaho market. Natalie Hurst, local news anchor, will be on-hand to teach businesses how to speak the media's language. Rhea Allen of Peppershock Media will provide a presentation on videos every business needs for success. Hosts Glen Lexa and Jody Voorhees of Unite Connections will offer an informative review on making connections beyond networking. Finally, Web guru Michael Taggart will be discussing the top

digital marketing strategies that every business should be using today.

After the workshops, attendees are invited to the Meet the Media Mixer from 5:00pm to 7:00pm. Business owners and media partners will have the opportunity to mingle, ask one-on-one questions, and get to know who their local media representatives in a relaxed, friendly environment.

The cost to attend the workshops is \$15, and the cost to attend the Meet the Media mixer is \$20. Attendees can register online at www.uniteconnections.com.

Both the workshops and the Meet the Media mixer will be held at Powerhouse Event Center, 621 S. 17th Street in Boise.

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For more information about Unite Connections, contact the company here: Unite Connections Jody Voorhess 208-318-2000 boise@uniteconnections.com 33 E Idaho Ave Meridian , ID 83642 United States

Unite Connections

Unite Networking is committed to connecting businesses with the best networking events, advertising discounts, business workshops, and opportunities to grow their business.

Website: <https://uniteconnections.com/>

Email: boise@uniteconnections.com

Phone: 208-318-2000



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