



## Fashion Industry Network Seminars

The following upcoming seminars are presented by Renaissance's Fashion Industry Network and Fashion Business, Inc. (our LA based partner). For more information about Fashion Business, Inc. go to [www.fashionbizinc.org](http://www.fashionbizinc.org)

### **Getting the Most PR Bang for Your Buck**

**Wednesday, January 30<sup>th</sup>, 6:00pm – 8:30pm**

What makes a good press release? Can you do your own marketing? What is viral or guerilla marketing? When is it time to hire a PR agency? And finally, how do publicists, marketing firms and branding consultants work? Register for this essential marketing seminar and find out how top PR firms create valuable buzz for their clients. You'll leave with a clear understanding of how to get the most PR for your buck.

*Taught by Debra Stevenson of The Skyline Studios*

### **Think Like a Buyer!**

**Wednesday, February 27, 6:00pm – 8:30pm**

This workshop is designed to give manufactures of apparel and accessory products insight into the minds of potential retail buyers. We will explore what a buyer looks for, how a buyer responds to new vendor solicitation, how to get your line presented to a buyer, and how to maintain a fruitful vendor/buyer relationship. Improve your chances of selling your product to buyers while establishing a solid and ongoing relationship.

*Taught by Jamie Novick, founder of The Next Step Career Solution*

### **Starting an Apparel Business: From Design Concept to Manufacturing**

**Wednesday, March 26<sup>th</sup>, 6:00pm – 8:30pm**

While creativity is essential, it takes a lot more than that to begin an apparel business. This seminar provides a roadmap that clearly marks each step and covers all the important topics that are necessary when planning on starting your own apparel company. Come learn about licenses, compliance issues, funding and a host of other issues that will help get your creative idea into stores!

*Taught by Francis Harder, founder of Fashion Business Inc.*

### **Where**

Small Business Administration classroom at 455 Market Street, San Francisco, 6th Floor.

### **Cost**

Cost is \$30 per workshop (\$15 for Fashion Industry Network or FBI, Inc. members)

### **To Register**

Sign up through Acteva at [www.acteva.com/go/rec](http://www.acteva.com/go/rec).



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