

Buffalo Grove Lincolnshire Chamber of Commerce

Business Connection Summit will be held October 29, 2015

Date: August 4, 2015

The Buffalo Grove Lincolnshire Chamber of Commerce will hold its Third Annual Business Connection Summit on Thursday October 29, 2015 at the Arboretum Club in Buffalo Grove, IL. The Business Connection Summit is designed to help small to medium sized businesses improve their ability to do business with large firms, and with each other. Large firms also benefit by finding new innovative and nimble suppliers and vendors who can help them improve their bottom line profitability. Companies that have confirmed their participation in the event include Walgreens, Metra, and ComEd.

“The Business Connection Summit is one of the highlights of the year for us,” said Chamber President Michael Abruzzini of Buffalo Grove Bank and Trust. “Many of our members establish connections that help them better market their products and services. Also, the exposure to large companies helps smaller businesses sharpen their sales skills and gain a better understanding of how to fit into a complex supply chain.”

Event Coordinator, Adriane Johnson of Populus XP added, “Many smaller businesses don’t know about the number of opportunities they have to create a new sales channel with a larger firm. Often they feel daunted by the size of a company like Walgreens. Our goal is to show them how to go about getting ready for a sales effort with a larger firm.”

The theme of this year’s Business Connection Summit will be “Using Social Media to Promote Your Business.” “The opportunities to use social media to create a competitive advantage and improve awareness are growing daily,” said Crystal Maleski of Clear Path Social, one of this year’s presenters. “We hope attendees will leave with a refreshed tool kit to increase visibility and ramp up profits.”

To register for the Business Connection Summit, please go to www.bglcc.org and follow the link to the registration page. Sponsorships and exhibit booth opportunities are also available on the Chamber website.

For more information call Roger Sosa, 847-541-7799, or rsosa@bglcc.org.

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