



## Upping Your Game Plan with Customer Analytics and Insights

Aiming for your business to be more successful in 2012? Come spend an interactive hour exploring specific data from Buxton, an industry leader in customer analytics, about your specific market area. Take advantage of the actionable information from Buxton as well as marketing trends and best practices from retail/small business resources to further your business game plan for the future.

### Specific topics include:

- ▶ What are customers really like in my area?
- ▶ What products/services might they want?
- ▶ How do I create customer happies?

### Invitation information:

When: **Thursday, July 19th**  
8 a.m. - 9a.m.

Where: **Jefferson Memorial Hospital Training Room**  
**110 Hospital Drive, Jefferson City, TN 37760**  
Training room is on lower level. Please park on right side of hospital and use the rear lower-level Entrance.

Presenter: **Melissa Morgan, TVA Economic Development Program Manager**

RSVP: **Shasta Hill - Jefferson County Chamber**  
865-397-9642  
shill@jeffersoncountytennessee.com

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***Handouts and Continental Breakfast will be Provided!***

***Event is Free for Members & \$5.00 for non-members***