



Iowa Farm Bureau's

RENEW RURAL IOWA BUSINESS SUCCESS SEMINAR

A one day seminar that adds value to your business

What is Iowa Farm Bureau's *Renew Rural Iowa* Business Success Seminar?

Iowa Farm Bureau's *Renew Rural Iowa* Business Success Seminar connects business owners to the education, mentoring and other tools necessary to develop and grow their businesses. Through this unique hands-on seminar, business owners are connected to a seasoned business expert and other critical resources necessary to help them take their business to the next level. The Entrepreneurial Development Center (EDC), a non-profit business accelerator, provides the educational seminars and mentoring.

Why is this program important to our economic development efforts?

Renew Rural Iowa can help business owners by giving them the help they need, whether that is management expertise, marketing or help improving their business plan.

What are the benefits of co-hosting a seminar?

You can help area businesses increase their likelihood of success by connecting them to:

- experienced business mentoring
- networking
- ongoing education
- local resources
- recognition and increased credibility for offering assistance to strengthen area businesses



For more information visit www.renewruraliowa.com
or call (800) 254-9670.

Seminar Details

Co-host Commitment:

- **Secure Attendance** – Local co-host will help ensure that the event will have, at a minimum - 20-25 attendees/clients.
- **Invitations Printed/Sent** – Using a template letter and seminar brochure provided, co-host will be responsible for the printing of letters on their letterhead and mailing letters along with brochure to prospective client list.
- **Marketing Materials** – A print ad and template news release will also be provided to co-host for use in seminar promotions. All ad placement costs will be covered by the co-host.
- **Invite Follow-Up** – Local co-host will follow up invitation with a personal call and/or email to their invited clients and confirm participation.
- **Food & Beverage** – Local co-host is responsible for ordering, purchasing and providing continental breakfast, lunch, snack and beverages the day of the seminar.
- **Location** – Local co-host is responsible for securing the seminar location and providing Audio/Visual.

Farm Bureau Commitment:

- **Template Invite and *Renew Rural Iowa* Seminar Brochure** – A template letter will be provided electronically to co-host to put on their letterhead and mail directly to targeted businesses – along with *Renew Rural Iowa* brochures.
- **Registration** – Farm Bureau will be responsible for registrations and communicating with local co-host on registration process.
- **On-site Details** – Farm Bureau will provide name tags, attendee seminar booklets and event signage.