

A series of workshops to support the expansion of the NC Main to Main Trail @ maintomaintrail.com.

MAKING YOUR BUSINESS & COMMUNITY A DESTINATION

Who should attend?

Small business owners and managers (retail stores, service businesses, restaurants, and professional practices), Main Street staff, leadership, board, and committee members in any of the 72 designated NC Main Street communities.

Businesses who attend both sessions and successfully implement Jon's criteria will be awarded designation of "Certified NC Destination Business".



What is it?

A fun, fast-paced all-day workshop with Jon Schallert of The Schallert Group, the world's foremost expert in teaching independent businesses how to reinvent themselves into Consumer Destinations.

The 2024 Destination Marketing Training workshop series will lay the foundation of attracting customers that will be followed and supported the balance of the year by online action groups and Q&A sessions. In 2025, an advanced series will, in addition to offering more in-depth information and support, highlight those businesses that have successfully put the training into action.

Jon provides a roadmap, strategies, tools, and tons of ideas to implement so that consumers will say, "I have to go to that place!"

In-Person Support

Participants may attend in-person workshops in eight different regions of NC.

Attendees will learn:

- Jon's 14-step Destination Strategy which he developed after interviewing over 10,000 business owners in over 600 communities
- A basis to build on for Advanced Destination Marketing Workshops to be held in 2025

After Workshop Support:

- All attendees may participate in monthly online trainings to increase their customer traffic, sales, and profits, including Virtual Action Group calls
- Attendees will receive access to Jon's Destination University® private training library

This training will position small, local business owners and managers to understand how to differentiate themselves from others to make consumers drive hours to visit!

Local staff, such as Main Street programs, city, and local economic development, will also benefit from the training so they may actively support their local businesses.

Schedule

2024

- June 24 - Hendersonville (Western Region)
- June 25 - Morganton (Northwest Region)
- July 29 - Edenton (Northeast Region)
- July 30 - Goldsboro (Southeast Region)
- Aug 12 - Lexington (Piedmont Triangle Region)
- Aug 13 - Wake Forest (North Central Region)
- Sept 23 - Concord (Southwest Region)
- Sept 24 - Whiteville (Sandhills Region)