

## **Connecting Island Business event set for April 21**

Fishing for new customers? Needing tips on marketing and communicating your business message? Or just anxious to taste savory hors d'oeuvres with approximately 600 business people from Central Vancouver Island?

Then mark April 21 on your calendars, as that's when the third annual Connecting Island Business Networking event is slated for the Parksville Community Centre.

"This has become, without a doubt, the premier networking event on the Central Island," says Chris Cathers of Business Vancouver Island, who is coordinating the event, which was started by Chambers of Commerce from the Cowichan Valley to Campbell River.

"We expect this event to surpass the first two, very successful efforts. Last year, close to 600 people attended," he adds. "There's a lot of business to be done at an event like this, and it's a great opportunity to make new contacts."

Two accompanying seminars will give those in attendance a chance to hone their skills and help their businesses. Booth space is almost completely sold out for the event, which runs from 5-9 p.m.

At 4 p.m., well known business coach Ron Berry of Action International will present "The Fish Video", a captivating presentation chronicling the extremely effective customer service and marketing methods of world famous, fish-throwing, Pike Place Market in Seattle. Berry will also share helpful networking tips.

"Branding Your Business For The 21st Century - In Graphics, Words & The Web" will feature a trio of presenters and a panel discussion. Dave Kornik of graphics firm Impact Visual Communications, Mark MacDonald of public relations company Communication Ink and Jay Sommerville of web firm Webacom Media Corporation will share their expertise regarding the importance of creating and projecting the brand of a business through various media. A Question and Answer period will follow.

The evening will be catered, and there will be music. Admission tickets are \$15, with part proceeds going to participating Chambers of Commerce in Duncan-Cowichan, Ladysmith, Nanaimo, Parksville, Qualicum Beach, Port Alberni, Comox Valley and Campbell River.

For further information, contact Business Vancouver Island at (toll free) 1-866-758-2684.