



RIVERBEND GROWTH ASSOCIATION ORGANIZATION SHOWCASE

What Is A Showcase?

A showcase is to give your business or organization a platform to demonstrate who your organization is and what your organization does. In order to do this the RBGA will come out to your business with a staff member, an ambassador, and a board member. While there we will take pictures, talk about your organization, and write a Press Release to be sent out to all Riverbend media and be put in RBGA publications about why we are there. If you would like we can also do a Facebook Live video or just a regular Facebook video. It is up to your organization. The photos will be compiled and put in an album on Facebook, and on our website. We encourage your organization to invite your “neighbor” organizations/businesses to come when the RBGA is there so they can also see your business/organization.

Guidelines

Showcases are for RiverBend Growth Association Members who have recently undergone a name change, an anniversary that isn't a milestone (i.e. 5, 10, 15, etc.), new management, major expansions or renovations, or if you have just joined the RBGA as a new organization/business. A Showcase can be scheduled Tuesday, Thursday, or Friday 10:00AM – 3:00PM.

What to Write About:

- An overview of your organization/business
- Quick history of your organization/business
- Reason for the showcase
- Introducing those important to your organization/business
- What your organization/business is planning to do in the future
- Emphasize on brand awareness
 - Contact information
 - How we can “find” your organization/business

Agenda:

- Schedule date 2 weeks in advance for RBGA to visit
- Meet organization contact that day and have introductions between RBGA, Ambassador, Board Member and your organization
- Sit down and create a press release using your marketing and advertising material
- Create Facebook Live/regular video for the RBGA Facebook Page
- Send Press Release to Media

What you could also do to make this more successful:

- Create your own video for the RBGA to share on different platforms
- Get your neighbor organizations to come by offering a tour
- Be creative about what you want us to put on social media or in our own publications

This Service is available to all RBGA Members FREE of Charge