



Highlights



Amelia Laidlaw is an entrepreneur, founding and operating a music festival and owning a cafe in Toronto for 10 years before returning to Winnipeg, working as the business development manager at The Forks Market. She has served on the Downtown Winnipeg BIZ board of directors for several years.



Larissa Peck has 10 years of marketing and communications experience working for business and community development organizations like The Forks and the Downtown Winnipeg BIZ prior to co-founding Tandem Collaborative with Amelia in 2020. She sits on the Winnipeg Chamber of Commerce's Small Business Council.



Together we are Tandem Collaborative, a business and marketing strategy firm with a broadly connected community of support for our clients. We offer strategic, authentic, and attainable marketing and business development strategy to small businesses.

TANDEM COLLECTIVE



"We love the creativity, innovation, grit, and energy of small business owners, having been or worked closely with entrepreneurs our entire careers. We're motivated by the kinship in communities that are built around small businesses: they give us meeting places, memorable experiences, destinations, services that enhance our lives, and opportunities for meaningful connection, all while creating opportunities for people to make their living doing what serves them best."

- Amelia Laidlaw & Larissa Peck

STOP SEEING WHAT STICKS: GET YOUR MARKETING STRATEGY WORKING FOR YOUR BUSINESS GOALS

Duration: 1 Hour

With endless options for marketing your business, it's hard to know how best to invest your resources to connect with customers and make sales - and we know small business owners are always looking to be savvy with their resources.

In this hands-on workshop for small business owners, you'll work through your inventory of marketing activities, understand which are your best investment, and begin to piece together a marketing strategy informed by:

- Your business goals
- Your brand
- The tools available to you

By pinpointing, exploring, and connecting these three areas of your business, you'll walk away with a guide outlining a simplified process for confidently marketing your business confidently and efficiently.

