



METRO'S SMALL BUSINESS PROGRAMS OFFICE PRESENTS

Elevate Your Media Presence: A Strategic Guide for Business Owners

In collaboration with DC Small Business Development Center Network

February 25, 2025

AGENDA

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| 10:00 a.m. – 10:10 a.m. | Welcome & Introductions
Refiloe Magosi and Meshelle MV. Howard |
| 10:10 a.m. – 10:15 a.m. | Meshelle MV Howard Introduces Charles Motte |
| 10:15 a.m. – 10:20 a.m. | Charles Motte Introduces Janice Edwards |
| 10:20 a.m. – 11:50 a.m. | Presentation by Janice Edwards
70 min – Present
20 min – Q&A |
| 11:50 a.m. – 12:00 p.m. | Closing Remarks & Event Concludes
Meshelle MV. Howard |

Please direct all questions to sbphotline@wmata.com and reference Elevate Your Media Presence: A Strategic Guide for Business Owners in the subject line. For the best experience, attendees are encouraged to download the Microsoft Teams application to their device. This event will be recorded. All attendees' microphones and cameras must be muted/off and remain in that state while attending the event. Failure to comply will result in immediate removal.

