

FOR IMMEDIATE RELEASE

Sonata Venture Solutions Partners with Capital Region SBDTC on Marketing Workshop for Business Owners

The Launchbox® Marketing Essentials workshop held at Wheaton Innovation Center

Westminster, MD: November 28, 2012 – [Sonata Venture Solutions, LLC](#), a strategic, results-centric, marketing, branding, and public relations firm, partnered with the [Capital Region Small Business Development and Technology Center](#) to provide a Marketing Essentials workshop at the Wheaton, MD Innovation Center. The two day workshop was attended by twelve business owners who learned how to create and execute a strategic marketing plan. The collaborative workshop uses components of Sonata Venture’s highly successful [Launchbox](#) program to aid business owners with marketing strategy, branding, public relations, social marketing and optimization.

“We have been extremely pleased with the Marketing Essentials workshop and our partnership with Sonata Venture Solutions” shared Kimberly Blackburn, Training and Marketing coordinator for MDSBDTC. “We believe this workshop should be attended by any owner looking to grow their business. The participants walk away with useable tools and ideas they can implement immediately.”

“We are delighted to partner with the Capital Region SBDTC and facilitate this workshop. Being able to help small businesses navigate the complexities of marketing, branding, public relations and product launch has driven us to the development of The Launch Box. The goal of The Launch Box is to provide working exercises, in a collaborative environment; helping small business owners understand, execute and measure results” shared Maggie Clayton, Executive Director, Sonata Venture Solutions, LLC.

Plans to include the Marketing Essentials workshop on the MDSBDTC spring 2013 training calendar are currently being finalized.

About Capital Region Small Business Development and Technology Center:

Capital Region SBDTC is part of the Maryland Small Business Development and Technology Center (MDSBDC) Network. They provide sound advice, counseling and support to entrepreneurs and small to mid-size businesses across the region. The Network, a partnership between the U.S. Small Business Administration and the University of Maryland College Park, links private enterprise, government, higher education and local economic development organizations to provide management, training and technical assistance to Maryland’s small businesses. As part of a national SBDC Network, the MDSBDC has rapid access to a number of information resources to deliver assistance that strengthens businesses, thereby contributing to the growth of local, state and national economies. To learn more about MDSBDC programs visit our [website](#) or follow us on [Facebook](#).

About Sonata Venture Solutions:

With decades of marketing, branding and public relations experience the team at [Sonata Venture Solutions](#) exceed client expectations with custom content development, marketing strategy, communications & planning, branding and re-branding products, services and companies. Sonata Venture Solutions is your out-sourced “*Chief Marketing Officer*”, bringing experience and expertise to drive the revenue you need to succeed. To learn more or inquire about a complimentary consultation, [contact](#) The Sonata Venture team today 443.293.7092 or visit [www.SonataVenture.com](#) today. Experience the Sonata Venture difference.

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