

## Communication to Local Wilton Businesses

The following is a draft email to be sent to all local businesses to invite them to attend the first virtual workshop.

Subject Line: Helping Wilton businesses respond to economic disruption: Virtual Workshop  
(insert date)

The Wilton Economic Development Commission (EDC) and the Wilton Library are partnering to offer a series of virtual workshops to help local Wilton businesses develop actions in response to the negative business impact of Covid-19. These workshops will support the communication of best practices across the Wilton business community. The result will enable each business to become aware of marketing and operational approaches that can improve sales, and their capacity to survive the economic downturn.

Register for the first webcast scheduled for (**insert date**). Hear about what other businesses are doing and learn about steps you can take to improve your marketing and sales in this unprecedented environment. You will also have the opportunity to influence the content of future workshops.

The goal is to help local Wilton businesses succeed.

Please contact Ross Tartell at [Ross.Tartell@WILTONCT.ORG](mailto:Ross.Tartell@WILTONCT.ORG) or John DiCenzo at [John.DiCenzo@WILTONCT.ORG](mailto:John.DiCenzo@WILTONCT.ORG) with questions.

Register for the webinar: