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HOSPITALITY AND TOURISM BUSINESSES RECEIVE FREE EXPERT TECHNICAL MARKETING ASSISTANCE THROUGH GRANT

RI Commerce awards KSA Marketing a grant to provide marketing support to Rhode Island businesses that have been severely affected by the pandemic.



Warwick, RI (November 16, 2020) — KSA Marketing has been awarded a Technical Assistance Grant from RI Commerce to develop a program to support the hospitality and tourism industries entitled “Destination Adaptation” in November and December 2020. The aim of the program is to support those severely affected by the pandemic and includes industry-specific Marketing Development Summits, virtual office hours, and dedicated marketing plan development for select eligible participants.

The Marketing Development Summits take place on Thursday, November 19th, Tuesday, December 1st, and Thursday, December 10th. Each Summit targets a separate industry within tourism; the first focusing on the Events & Festivals Industry, the second focusing on the Accommodations Industry, and the third focusing on the Sports & Convention Industry. Each of these industries has been forced to adapt their traditional ways of conducting business in significant ways to revive and thrive.

“Many established businesses in Rhode Island are forced to redefine their approach during COVID-19, and in the tourism industry many don’t know where to start,” said Katie Schibler Conn, founder of KSA Marketing. “Rhode Island businesses need to be able to lean on one another during these difficult times, and this is a great opportunity for industry to help industry.”

Each Summit will feature industry professionals sharing how to move forward during and post COVID-19, as well as the opportunity for businesses to get their questions answered by KSA Marketing experts through breakout sessions.

This series is free to Rhode Island businesses, and there is a bonus opportunity to win a half-day photoshoot to build-up photography assets for your marketing platform, paid for and coordinated by KSA.

“The tourism and hospitality industries have been struggling to adapt their marketing tactics during COVID-19 due to the nature in which they now have to do business,” said Karen Jedson, Strategic Advisor and Account Director at KSA Marketing. “We are thrilled to be collaborating with RI Commerce and together we will be providing opportunities and tools that businesses can use to move forward in this ever-changing economy.”

Complimentary consultation and strategy sessions will be offered to registrants in the industry. One-on-one counseling and further questions will be answered during virtual office hours on Mondays from 12 - 2 pm and Thursdays from 3 - 5 pm from November 19 - December 17.

KSA is also offering extended services in the form of a paid marketing campaign “sprints” to ten businesses in the state of Rhode Island who have been significantly impacted by the pandemic. These marketing campaign sprints will be executed by the end of 2020.

For more information on *Destination Adaptation* and how KSA Marketing is supporting local businesses in dire need, visit <https://teamksa.com/events/> or contact Karen Jedson at karen@teamksa.com.

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About KSA Marketing

*Founded in 2011 by Katie Schibler Conn, KSA Marketing is a full-service marketing and advertising agency that produces kick-ass marketing for bold brands. KSA Marketing is an agency with ingenuity in archetype-led branding, maximizing media spend and crafting integrated creative campaigns. But most of all, we're there for clients in their Oh Sh*t Moment™. They offer a variety of services including strategic planning, branding, content creation and integrated media services across paid, owned and earned channels. KSA Marketing is a certified Women's Business Enterprise (WBENC), a Women-Owned Small Business (WOSB), and Katie Schibler Conn is an alumna of the Goldman Sachs 10,000 Small Businesses Program. For more information on KSA Marketing please visit TeamKSA.com.*

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