

# MARKETING 101: WHAT YOUR TECH COMPANY NEEDS TO SUCCEED

*As an early stage tech entrepreneur, you are likely pouring 99% of your energy into developing your product and/or service. At some point, though, you will need to share your technology solution with the public: whether it be hospital CEOs who could benefit from your services or the DoD who wants to buy your product. So put on your marketing hat because there are a few basic items you will need in order to make great first impressions! (Hint: strong technology and company bio, select social media pages, hi-resolution images, and more).*

**Sarah Rose Attman** is the founder and owner of **Sarah Rose Public Relations**, a nationally respected boutique PR agency. She is a former writer and reporter for Us Weekly, Coast Magazine, iVillage.com, and California Homes Magazine. AdWeek included her on their "30 Under 30" Public Relations professionals list.



**A free lunch will be provided.**

**REGISTER @ <https://goo.gl/pWXs6f> or with Jeremy Johnston ([jeremy92@umbc.edu](mailto:jeremy92@umbc.edu))**

**Tuesday, Nov. 10, 11:30 – 12:30, 1450 S. Rolling Road, Courtyard Room, Halethorpe, MD 21227**

## FUTURE E2Es

### ***Create a Winning Value Prop***

with Liz Sara (Best Marketing, LLC)

**When:** December 8<sup>th</sup>, 11:30 – 12:30

**Where:** bwtech North

### ***The Black Magic of Fundraising***

with Mark Komisky

**When:** January 12<sup>th</sup>, 11:30 – 12:30

**Where:** bwtech South

### ***Industry/Competitive Intel – Why & How***

with Todd Weller (Hexis)

**When:** February 9<sup>th</sup>, 11:30 – 12:30

**Where:** bwtech North