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Paparazzi: Nonprofit Enterprise at Work to host 'Get Connected: Marketing And Communication Best Practices For Nonprofits'

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Ann Arbor's **Nonprofit Enterprise at Work** (NEW) will host 'Get Connected: Marketing And Communication Best Practices For Nonprofits' on Feb. 22.

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Pictured are attendees at NEW's Fall into Service event where the Ann Arbor-based nonprofit matches up community volunteers to serve on nonprofit boards in the area. NEW holds a matching event once in the fall and once in the spring (Spring into Service is coming up at the end of March). NEW is also hosting a panel discussion on Marketing Feb. 22.

photo courtesy of New Enterprises at Work (NEW)

The public is invited to attend and interact with a panel of marketing professionals with extensive experience in both the for-profit and nonprofit sectors. Attendees will learn techniques for creating a brand and communications plan, and, most importantly, how to promote the work of your nonprofit .

Panelists will include Michelle Levy, BrandStrat; Lynne Cohn Schreiber, chief creative officer for Your People LLC; Christianne Sims, chief engagement officer for Urbanize (D); and Deb Patrick of dpcreative.

The event will take place at Hannan House in Detroit. For more information, visit www.new.org.

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