

Access Health CT Small Business came to us looking to connect with Connecticut's small business community. But we knew we had to go beyond strategic messaging. With a strong cross-departmental effort, we helped create the inaugural CT Small Business Summit. A free, one-day event uniting business leaders across the state to help them establish a support network. We were responsible for everything from the planning and implementation of the event, recruiting speakers and panel participants, to all the advertising, PR and other promotional materials for the event.