To: The Business Owner

From: Your Member of Parliament. 3 September 2018

**Google Digital Garage Event Invitation – 2nd November 2018, 10:00 – 16:00**

The internet has placed an irreversible pressure on small businesses in our area, particularly independent businesses and shops on the high street. These stores are experiencing unprecedented change, as consumers increasingly buy their goods and services online.

Some local businesses understand how to use this new environment to their advantage, using social media and online marketing superbly. This is not the case though for all of our local businesses, which is why I have invited Google to come to Newark for a special one-off event. Google will be running a bespoke training day for small businesses, providing insights into how to use online marketing to stay competitive.

I am writing to invite you to take part in an interactive workshop with Google’s Digital Garage team on November 2nd. This represents an exciting opportunity to learn more about how digital services can be used to benefit your business. I have been coordinating with Google, and have organised for their team to come to our neck of the woods, and host a Google Digital Garage event at the new Newark & Sherwood District Council offices at Castle House. The event will run from 10:00 – 16:00.

Mentoring sessions will include ‘Build a Digital Marketing Plan’, ‘Social Media Strategy’, ‘Get your business visible on Google’, ‘Introduction to Digital Advertising’, and ‘Answer Questions with Data’.

Over the past few years Google has been proud to train thousands of people through their programmes, as part of Google’s Digital Garage Market Towns Tour. Speaking over the past few years with local businesspeople, one of the top priorities that is often repeated is the need for improved digital skills and connectivity.

This is why I have decided to invite Google to Newark – businesses should not feel threatened by these technologies, but should be able to learn how to take advantage of the new opportunities they provide. The Nottinghamshire area is a brilliant place to do business, so it is important that we keep pace with online technologies to ensure that remains the case. The digital marketplace has become an invaluable tool for so many people, so it is necessary to equip the offline world with tools to maximise the online one.

The Digital Garage Project is a multi-million pound initiative that aims to help 200,000 British businesses grow online and learn digital skills.

I look forward to welcoming you on the day. This is expected to be an over-subscribed event and there are limited places, so to confirm your attendance please fill in the attached booking form and send this to my office and RSVP at [jack.lewy@parliament.uk](mailto:jack.lewy@parliament.uk). We will be accepting applications on a first come first serve basis, and the deadline for applications will be 5th October.

Please, also, contact this email address if you have any questions about the day or would like to discuss the event further.

I look forward to hearing from you.



**Google Digital Garage**

**Booking Form – Friday 02 November** **2018**

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| Contact Name: | Organisation Name: |
| Telephone Number: | Email: |
| Address: | |
| How many staff do you anticipate will be attending from your organisation? Provide names. | |
| Please provide details of the type of business you operate, and your current use of online marketing tools. | |

**Google Digital Garage**

**09:30 – 16:00**

**Held at the District Council Offices**

Castle House, Great North Road, Newark, Nottinghamshire, NG24 1BY **Please return to** [**lewyj@parliament.uk**](mailto:lewyj@parliament.uk)