



FOR IMMEDIATE RELEASE
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Workshop will cover how to use surveys to build business

DENVER – The Colorado Women's Chamber of Commerce will host the educational workshop, "Using Surveys to Build Your Business" from 4 to 6 p.m. on Nov. 10 at the CWCC offices at 1624 Market St., Suite 340, in Denver, CO.

The workshop is \$15 for members, \$20 for non-members and walk-ins, and \$10 for young professionals. Attendees can register online at www.cwcc.org.

This session will include how to quickly create surveys with the right questions for individual businesses in order to receive the needed quantitative feedback. This interactive workshop will cover the following topics:

- How to write an effective survey
- When to survey
- Using survey results to increase business
- Communicating results to survey respondents

This workshop is for experienced and inexperienced survey users. Participants will come away with increased knowledge about survey creation. Additionally, attendees will learn how survey results can be used to drive business by retaining and expanding a company's customer base; confirming business marketing effectiveness; and adding new products/services.

Survey2Go will present this workshop. For more information on the Colorado Women's Chamber of Commerce, call 303-458-0220, e-mail info@cwcc.org or visit www.cwcc.org.

The Colorado Women's Chamber of Commerce is one of the largest women's chambers in the nation. CWCC provides its members with the environment and resources conducive to business success, skills and knowledge about business issues and trends, visibility in the community and opportunities for community involvement and business partnerships.

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