

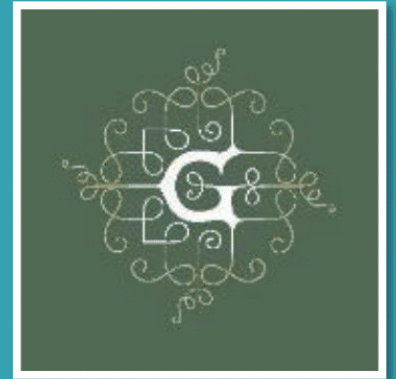


SUNDAY FEB. 11TH

The Galiano Library Presents

SpeakerSeries

...learning with locals



Gary Ross

What's your story?

Some things I learned about digital marketing as Director of Global Content at Destination BC:

1. Google and Facebook know a lot more about you than you realize.
2. Smartphones are as addictive as slot machines.
3. Video is quickly replacing still photos on social media.
4. People want to be told, not sold. Don't sell them a product; tell them a story.

Gary Ross is an author, editor, and communications consultant. His presentation about effective communication, "The Ross Rules," has been applauded by academic, nonprofit, and corporate audiences alike.

February 11, 2018

3:00 – 4:45pm

Galiano Library

45 minute presentation
followed by 45-60 minutes
Q&A and discussion.