

Fox Cities Chamber: Business Breakfast Bytes, from the Fox Cities Chamber, will focus on deconstructing data from a business perspective in May

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APPLETON, Wis. (May 1, 2018) – The Fox Cities Chamber’s monthly educational program, Business Breakfast Bytes, will focus on the topic of deconstructing data from a business perspective in its upcoming morning session on Tuesday, May 15 at the Hilton Garden Inn located in Kimberly.

Join Sara Martin, Marketing Consultant at Blue Door Consulting, as she leads the session along with

Mia Beltran, Brand Manager at Fox World Travel. The presentation will assist participants by breaking down the intimidation factor surrounding data and will show that data is important, informative, accessible and even fun.

One should attend this presentation if they want to learn about what constitutes as data, where data can be found with the resources they already have (social media, websites, daily customer transactions, etc.), ways to analyze the data collected and

ways to use the analyzed data to make informed business decisions.

“Data is key to improving our businesses. All too often we see businesses get stuck in not knowing where to find it or what actions to take with the data they have. I’m looking forward to breaking down that barrier by using actual business problems we see every day and helping understand how to use data to solve them,” shared session facilitator Sara Martin.

Business Breakfast Bytes are a monthly business educational program focused on providing small to mid-sized business members across the Fox Cities Region with education and resources addressing top business concerns.

Registration for each individual session is required. Space is limited, so be sure to register soon. Fox Cities Chamber members are allowed to bring a guest and may use the registration link on the Chamber website or call (920) 734-7101 to register. Please visit the Chamber website for complete details of the May session, being hosted at the Hilton Garden Inn in Kimberly from 7:30 AM – 9:00 AM on Tuesday, May 15, 2018. Details and registration can be found at foxcitieschamber.com.

For immediate questions, please contact MiKayla Kunde, Member Engagement Coordinator, by email mkunde@foxcitieschamber.com or phone (920) 734-7101.