

Maps & Apps

Education

- 8 conference presentations for 325 producers
- 2 webinars for 100 participants
- 1 hands-on workshops for 22 producers
- 400+ visitors to online multimedia resources

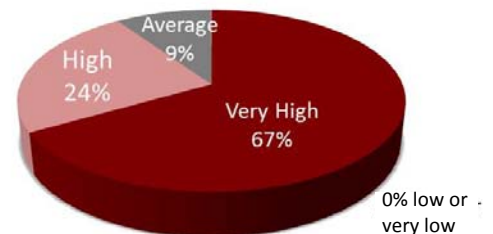


Hands-on workshop participants attended the BYOD event Bring Your Own Device

Impacts

- Conference participants rated the session 6.25 on a scale of 1-7.
- 96% of workshop participants reported a very high (55%) or high (41%) increase in ability to improve their online presence for customers.

Increased knowledge of how to use mobile media to improve market access



Additional Developments

- More than \$50,000 was generated in grants and program income.
- Research included targeted interviews, a review of literature on interactive marketing, relationship marketing, adult learning, and technology.



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