

Wichita Regional Chamber of Commerce

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THE CHAMBER
WICHITA REGIONAL CHAMBER OF COMMERCE

NEWS RELEASE

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Nationally known web marketing expert Marcus Sheridan to speak in Wichita on Oct. 27

WICHITA, KS – Author and web marketing expert Marcus Sheridan will be speaking in Wichita on Oct. 27. His speech is titled “The Digital Consumer: How Today’s Buyer Has Changed and What Your Business Must Do About It” and is specifically designed for marketers and small business owners. The program is presented by Digital Wichita and the Wichita Regional Chamber of Commerce. It will be held from 7:15 to 11 a.m. on Friday, Oct. 27 at Abode Venue and includes breakfast.

Called a “web marketing guru” by the *New York Times*, the story of how Sheridan was able to save his swimming pool company from the economic crash of 2008 allows him to bring clarity to what B2B and B2C companies must do to not only align themselves with the recent shift in buyer patterns, but take advantage of the digital age as well.

In 2009, Sheridan began writing *The Sales Lion*, a sales, marketing and personal development blog. With instant success, the brand turned into a standard of marketing excellence. His Sales Lion approach has made him an internationally sought after speaker, consultant in digital sales and strategic marketing. In addition, *Forbes* recently named Sheridan as “one of the twenty speakers you don’t want to miss in 2017.”

Early-bird ticket are available for \$40 through Aug. 31. A Social Host Package is also available for \$375, which includes eight tickets and logo recognition at the event. Each ticket holder will receive a copy of Sheridan’s book *They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today’s Digital Consumer*.

Follow Sheridan at thesaleslion.com or on [Facebook](#), [Twitter](#) and [LinkedIn](#) @TheSalesLion.

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The mission of the Wichita Regional Chamber of Commerce is to drive economic growth and community advancement in the Wichita region. Visit our website wichitachamber.org and follow us on Twitter @ChamberWichita, Facebook, LinkedIn, Instagram, YouTube, and our blog.