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Visit Albuquerque Releases Next Installment in On-Demand Training Series

*Newest training workshop is geared toward local business owners and focuses
on tips for generating free publicity*

ALBUQUERQUE, N.M. – (July 28, 2020) – In an effort to support the local business and hospitality communities, [Visit Albuquerque](#)—the city’s destination marketing organization—announces the next installment in its On-Demand Training Series.

Titled [How to Generate Free Publicity for Your Business or Organization](#), this pre-recorded, on-demand workshop is geared toward local business owners and area marketers looking to gain media coverage for their business or organization. Led by Visit Albuquerque’s PR & Communications Manager, Brenna Moore, key takeaways include a review of free—or earned—media and the role it plays in today’s environment, tips on how to build a basic public relations strategy from scratch and an overview of free and simple tactics businesses can use to secure media coverage.

“Staying top-of-mind with the media never been more important, but we know that many businesses are operating without marketing or communications expertise on staff, particularly during this time,” said Tania Armenta, President & CEO of Visit Albuquerque. “To help, Visit Albuquerque has put together a series of training workshops made for area marketers and local business owners who know they need to make adjustments to their strategies but aren’t sure where to start.”

The newest installment complements a two-part series on digital marketing led by Visit Albuquerque's Digital Marketing Manager Rachel Cromer Howard, which focused on general strategies and examples and also more in-depth tactical recommendations and instruction.

Find links to register and watch all of Visit Albuquerque's on-demand training workshops, as well as other training and educational opportunities, at [VisitABQ.org/training](https://www.visitabq.org/training).

"Not only does this series serve as a source of information for our partners and stakeholders, but for anyone seeking opportunities to generate more brand awareness and business fluidity during these trying times," said Armenta.

About Visit Albuquerque

Visit Albuquerque is an accredited destination marketing organization (DMO), and a private, not-for-profit organization [501(c)(6)]. The mission of Visit Albuquerque is to stimulate economic growth by marketing Albuquerque as a convention, sports and visitor destination. For more information, go to [www.VisitABQ.org](https://www.visitabq.org).

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