

CENTER FOR RURAL ENTERPRISE ENGAGEMENT

INSIGHT SUMMIT

FEBRUARY 24 - 26, 2021

New-Media Marketing Conference Discounted and All Virtual for 2021

Get excited because the [Center for Rural Enterprise Engagement \(CREE\)](#) is coming to your home office! The CREE team is excited to announce the 5th annual Insight Summit conference will be held February 24-26, 2021. Although this is the fifth year of the conference, this is the first year for the conference to be held *completely* virtual. Our team is eager to offer a high-quality learning experience for participants without the need for travel.

"This year's Insight Summit will focus on changes to social media strategy needed to market effectively in the new online environment of 2021, including new research on supply chains and online selling," said Lauri Baker, CREE co-creator and associate professor in agricultural education and communication at the University of Florida.

Topics included are trends in social media, CREE research, building your business's narrative, establishing a new-media baseline, analytics, e-newsletters, Instagram, e-commerce, improving visual content, and more! We also have a lineup of unique guest speakers to give insight and guidance in your new-media marketing journey.

Register now at www.creeinsightsummit2021.eventbrite.com. Download a [full conference agenda here](#).

"Insight Summit's all virtual experience will be our best conference yet. Last year, half of our participants joined virtually, and they expressed an engaged, quality online experience. With this and our continued experience in offering online trainings this last year, we are confident 2021's all virtual conference will be a success," said Cheryl Boyer, CREE co-creator and associate professor of horticultural marketing at Kansas State University.

Things you will walk away with from this conference:

- A printed workbook with our PowerPoint slides and pages for your notes

"This conference was also great because I didn't have to leave the warmth of my home for the conference! It was the first conference I have been able to participate in that you were able to actively be a part of [in a virtual environment]."

from a 2020 Insight Summit participant

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- Membership to an exclusive Insight Summit Facebook group community
- An online strategy for your organization or business
- Ideas and plans for content development and delivery

“We understand that times are hard for many right now, so we are happy to be able to offer the same quality experience with a new lower rate for everyone and a deep discount through a needs-based scholarship option,” said Hikaru Peterson, CREE co-creator and professor in agricultural economics at the University of Minnesota.

“The resources, up-to-date analytics information and consumer research, and content tailored to small agricultural businesses were very useful!”

from a 2020 Insight Summit participant

The investment price of attending Insight Summit is discounted 35% from last year at \$189. We are also offering a needs-based scholarship rate of \$129. [Click here for the scholarship application](#). You’re still getting the hands-on experience in an intimate setting but from the comfort of your own home. All you need is access to a webcam and high-speed Internet to participate.

Take back the trajectory of your business with the tools and strategies provided during Insight Summit! Register now to receive your workbook in time for the conference. For more information, visit www.ruralengagement.org/events-insightsummit/, and stay up-to-date with us on Facebook at www.facebook.com/ruralengagement.

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