



GOOD SHOW ... Tasleem Baqir, team leader of the council's economic development team, and Geoff Ramm of Mercury Marketing.

BOSS TO GIVE MASTERCLASS IN MARKETING

BUDDING bosses are being invited to the cinema – but instead of catching a blockbuster, they could get tips on clinching their big break.

A free seminar revealing the secrets of effective marketing will take place on Tuesday, February 15, at Boldon's UGC Cinema.

It will be presented by businessman

By LEAH SHAW

throughout the region, and is a massive opportunity for start-ups and existing businesses to get marketing hints, tips and ideas for 2005.

"With more than 100 people expected to attend, it is also a chance for businesses to network with other local companies, providing an opportunity to sell their business, service and products."

Coun Eddie McAtominey, South Tyneside Council's lead member for cor-