


Chronicles


VISUAL MEDIA
ALLIANCE

Support for Print, Label, Packaging, and Creative Companies

December 2022

“Good content isn’t about good storytelling. It’s about telling a true story well.”
– Ann Handley, Author

At **Visual Media Alliance (VMA)**, we know just how important it is to view creativity as a renewable resource. We're a nonprofit trade association that provides a variety of benefits and money-saving programs to creative, web, marketing and print businesses. Please enjoy our monthly **Chronicles**, featuring the latest industry news, content and free digital downloads.

8 Big Digital Trends for 2023



What’s next in digital marketing for 2023? Marketing apps, real-time messaging, and influencer selling will all be big next year. To dive deeper into the most exciting digital marketing trends to watch out for, read this article.

[GET TRENDS](#)

Must Know Cyber Risks for Small Businesses



Less than half of small businesses are prepared for a cyber attack. That makes you a prime target for criminals who want to steal your data or take control of it for ransom. It’s happened to your colleagues. Here’s what you need to know about the risks to your business.

[READ ARTICLE](#)

CrabFest Is Coming!



VMA’s annual CrabFest is back! Don’t miss out on this chance to socialize with your peers, reconnect with old friends, and enjoy all the Dungeness crab you should eat! CrabFest is January 27. New Bocce Ball Tournament. Save your spot today!

[REGISTER NOW](#)

5 New California Labor Laws



New employment laws are set to take effect on January 1, 2023. These laws impact pay, leave, and workplace emergency protections. To get up to speed on the new regulations, listen to this podcast from CalChamber.

[LISTEN NOW](#)

Special Holiday SalesCircle!



Who doesn't love the gift of a referral? At the Holiday SalesCircle event, we'll continue with our networking and referrals, gathering around the (virtual) fireplace to share leads and talk sales strategies. We'll also have some fun and play holiday-themed games. See you December 15!

[SAVE YOUR SPOT](#)

Discover the Perks of Membership



Contact Shannon Wolford, VMA Membership Director at shannon@vma.bz or [415-710-0568](tel:415-710-0568) to learn more about all the perks that come with becoming a VMA member.

[VMA MEMBER BENEFITS](#)

Member Testimonial



"Membership in VMA has greatly increased our sales through their shows, events, and advertising opportunities. We look forward to participating in the marketing opportunities that VMA provides every year!"

Kingman Leung
Owner, President
[Pyramid Printing & Graphics](#)

Cross-Media Chronicles

Insightful Design, Printing, Marketing and
Communications Resources Delivered Monthly



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