BUSINESS EDUCATION WORKSHOPS

• OCTOBER 2014 • (WEDNESDAYS & FRIDAYS)

Date

10/1

*CITY INSPECTIONS – ASK QUESTIONS, GET ANSWERS

3:00 to 4:30 p.m.

Presented by the City of Chicago

To operate a successful business in Chicago you must know the requirements. Talk to officials from four City departments who will provide insight to operate safely, stay compliant, help prepare for inspections and point out the do's and don'ts of operating your business. Don't miss this workshop!

10/3

WHAT'S NEW FOR TOBACCO RETAILERS

9:30 to 11:00 a.m.

Presented by City of Chicago Department of Business Affairs & Consumer Protection (BACP)

BACP will provide information about Retail Tobacco licenses, including new restrictions and requirements in Chicago. If you are a Retail Tobacco applicant or current license holder in the City of Chicago, please plan to attend this workshop regarding important regulatory changes taking effect in 2014. The presentation will focus on licensing and regulation, and also highlight new restrictions concerning the retail sale of e-cigarettes and flavored tobacco products. Speakers will include a business consultant, a city prosecutor, and an assistant state's attorney

10/8

THE ACA IN 2015: THE TOP FIVE FACTS SMALL BUSINESS OWNERS NEED TO KNOW TODAY

3:00 to 4:30 p.m.

Presented by HDA Consultant, Small Business Initiative

The 2015 Affordable Care Act (ACA) open enrollment period begins on November 15. In this interactive session small business owners can expect to identify the 5 most important pieces of the ACA that apply directly to them. Learn simple strategies for creating an affordable health insurance solution for yourself and your employees that you can act on right away. By the end of this workshop, participants will be able to identify where to find qualified health plans, how to qualify for financial assistance, and who to turn to for guidance throughout the process.

10/10

BUSINESS LICENSING 101

9:30 to 11:00 a.m.

Presented by City of Chicago Department of Business Affairs & Consumer Protection (BACP)

Learn the basics of obtaining a business license in the City of Chicago. We will discuss what our Small Business Assistance Center can do for you, the 3 simple steps to obtain a business license, and the resources that are available for you and your business. Let us help you get your business started!

10/15

ESTABLISHING YOUR BRAND AND GROWING YOUR BUSINESS

3:00 to 4:30 p.m.

Presented by Michelle Mekky, Alpaytac and Lema Khorshid, Fuksa Khorshid, LLC

This workshop will teach you how to develop a marketing plan and devise the best strategies to promote your restaurant. We will discuss the importance of creating a strong brand image and reinforcing it through menus, signage, interior décor, and customer service. We will also look at ways to use social media, like Facebook, Twitter, and Instagram, to promote menu items and establish brand ambassadors. Finally, we will explore traditional marketing tactics like advertising and public relations.

** Workshops offered once a month.*

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Date

10/17

HOW TO OPEN A CONCESSION AT O'HARE OR MIDWAY AIRPORTS

9:30 to 11:00 a.m.

Presented by the Chicago Department of Aviation – Concessions Department

Have you ever wondered how you can operate a business or a concession at the Chicago airports? Come and learn about concession opportunities and the process to open a business.

10/22

JOC INFORMATION SESSION

3:00 to 4:30 p.m.

Presented By Dwayne Pierre-Antoine, The Gordian Group

A Job Order Contract (JOC) is another delivery method for the City of Chicago to procure construction services. JOC is a firm fixed price, competitive bid with indefinite quantity, delivery method designed to produce a large number of multi-traded, repair and rehabilitation projects, as well as, minor new construction projects quickly.

10/24

INTRODUCTION TO EMAIL AND MARKETING AUTOMATION

9:30 to 11:00 a.m.

Presented by ActiveCampaign

This training session will give a brief overview of email marketing and marketing automation in relation to modern businesses. We will discuss what tools are available in the current marketplace and give examples of how you can use these tools to further develop your marketing strategy. We will also explore best practices and give real use cases of things which have make consumers successful with email and marketing automation.

10/29

*HOW TO BECOME CERTIFIED

2:00 to 3:00 p.m.

Presented by the City of Chicago Department of Procurement Services (DPS)

This workshop will provide an overview of the five certification programs currently offered by the City of Chicago: Minority Owned Business Enterprise (MBE), Women Owned Business Enterprise (WBE), Business Enterprises Owned and/or Operated by Persons with Disabilities (BEPD), Disadvantaged Business Enterprise (DBE) and Airport Concessions Disadvantaged Business Enterprise (ACDBE). Receive information regarding the application process and how to avoid the most common mistakes applicants encounter when submitting their applications.

*DOING BUSINESS WITH THE CITY OF CHICAGO

3:15 to 4:30 p.m.

This information is designed to outline the role and responsibility of the Department of Procurement Services, and how the City's purchasing process works. This workshop is ideal for companies looking to do business with the City of Chicago.

10/31

BUSINESS SUCCESS 101: THE ART OF USING YOUR NETWORK

9:30 to 11:00 a.m.

Presented by The YWCA

This workshop will focus on the business of utilizing your network to the benefit of your bottom line. Are you looking to start a business? Do you already have a business but are looking to grow with relatively low impact to your pockets? This workshop is for all comers whether a newbie to the business world or a savvy veteran looking for a few tips to go to the next level. This workshop will speak to tools and practices that can assist you at whatever level you are. If you're interested in learning how, join us for this informative workshop.

All workshops are FREE and are located at the
City of Chicago Department of Business Affairs and Consumer Protection
City Hall, 121 N. LaSalle St., Room 805

SMALL BUSINESS CENTER

Space is limited. Please reserve your attendance by calling 312-744-2086
or email BACPoutreach@cityofchicago.org
To learn more about BACP s workshops, visit **www.cityofchicago.org/sbc**