

# BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

★ ★ NOVEMBER 2017 ★ ★

DATE

11/1

## \*CITY INSPECTIONS – ASK QUESTIONS, GET ANSWERS

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

*Presented by the City of Chicago*

To operate a successful business in Chicago you need to know what it takes to maintain compliance. Officials from several City departments will provide insight on how to operate safely, stay compliant, help prepare for inspections and highlight the do's and don'ts of operating a business.

11/3

## DIGITAL ADVERTISING 101

9:30-11:30 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

*Presented by Google & Birk Creative*

Learn how to reach new customers and grow your business with digital advertising. Write a headline, craft your unique selling proposition, consider business goals and discover free online tools to do it all. Create and launch an online advertisement for your business in real time. What you'll learn at this workshop will help you transform from "I'm a consumer ready to buy online" to "I'm an advertiser ready to sell online." A fully charged laptop or tablet is highly recommended to get the most benefit from this workshop.

11/8

## HOW TO WRITE A BUSINESS PLAN – WHAT YOU NEED TO KNOW!

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

*Presented by Donna R. Rockin, Executive Director, Jules F. Knapp Entrepreneurship Center at IIT*

Learn how to create a comprehensive business plan. It's easier than you think when you understand all the components that get included. You'll receive a complete list of what to include to demystify the process. Writing a solid business plan is your roadmap to business success.

11/10

## NO WORKSHOP DUE TO HOLIDAY

DATE

11/15

## ACCOUNT-ABILITY: SALES GROWTH BEYOND THE BROCHURE

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

*Presented by Donna Smith Bellinger, Business Revenue Accelerator, Author, Award Winning Sales Consultant*

Having an elevated level of "account-ability" begins with you. Have zero hesitation when you pitch your prospects. You need the keys to more prospects, more meetings and more sales; creating the conversations that will turn prospects into clients. In this hands-on session, you will create a custom road-map to support your business development success beyond the features and benefits. You will walk away with a revenue growth plan that you can begin to implement before you leave the session.

11/17

## INSTAGRAM THIS

9:30-11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

*Presented by Business Bragger*

Is your business on Instagram? In this interactive workshop we will teach you how Instagram works, what it's best used for and how you can integrate it into your marketing plan.

11/22

## NO WORKSHOP DUE TO HOLIDAY

11/24

## NO WORKSHOP DUE TO HOLIDAY

11/29

## THE ESSENTIALS FOR AVOIDING EMPLOYMENT RELATED DISPUTES

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

*Presented by Charles Krugel, a Management Side Labor, Employment & Human Resources Attorney*

This presentation will provide information on how to resolve disputes in-house and how to know if you're in over your head (when to get help!). It will also provide information dealing with difficult employees, and government regulators, etc.

**Join us for the 'Small Business Center On the Road' Small Business Expo on Saturday, November 4th from 10:00 a.m. – 2:00 p.m. at Malcom X College, 1900 W. Jackson Blvd. For more information go to [www.ChiSmallBizExpo.com](http://www.ChiSmallBizExpo.com)**

\*Workshop offered once a month.

 /ChiSmallBiz  @ChiSmallBiz   /Chicago BACP



All workshops are **FREE** and open to the public.

Space is limited. Please reserve your attendance by calling 312.744.2086 or e-mail [BACPoutreach@cityofchicago.org](mailto:BACPoutreach@cityofchicago.org)

To learn more about BACP's workshops, visit [www.cityofchicago.org/businessworkshops](http://www.cityofchicago.org/businessworkshops)

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