

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

MARCH 2018



DATE

3/2 TIPS AND TIME SAVERS WHEN SETTING UP AND RUNNING YOUR BUSINESS

9:30-11:00 a.m.

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

Presented by Agostino Filippone, Chokshi Filippone Law, LLC

Entrepreneurs walk a fine line when it comes to time management and focusing energy on their business' core competencies. This workshop will focus on practical advice, techniques, and practices to help you build value, limit redundancy, and increase efficiency in your business. Whether you are thinking about starting up or are currently operating, the presentation will provide information to help keep you from reinventing the wheel and focus on positive growth. Following the presentation, there will be time for Q&A

3/7 *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.

3/9 CYBERSECURITY FOR SMALL & MID-SIZE BUSINESSES

9:30-11:00 a.m.

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

Presented by the Better Business Bureau (BBB)

Business Cybercrime is a hot topic. American businesses are now considered the hottest targets for Cyber Criminals worldwide who often focus on smaller businesses because they are most vulnerable and willing to pay a ransom. Ransomware is only one of many cyber threats. Small and mid-size businesses are often most at risk, and have the most to lose. Better Business Bureau teamed with National Cyber Security Alliance and National Institute for Science & Technology, and a team of local Cyber Security experts to help address your questions and to create a scalable program that any size company can use to create an individualized cybersecurity program.

3/14 THE BUILDING BLOCKS TO OPENING A DAY CARE

3:00 to 4:30 p.m.

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

Presented by the Women's Business Development Center (WBDC)

In this workshop you will learn the step by step guide to launching a child care business. It will teach you how to avoid common mistakes and about the importance of developing a business plan, determining your start-up budget and financing options.

DATE

3/16 DIGITAL MARKETING & ADVERTISING 101 FOR BUSINESSES WITH A LIVE WEBSITE

9:30-11:30 a.m.

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

Presented by Google and Birk Creative

A laptop or smart mobile device is required to get the most out of this 2-hour interactive experience. Receive guidance on improving your business web presence, design your first online ad, social media recommendations, the importance of branding, your unique selling proposition. Eligible businesses learn how to get listed on Google Maps to get a virtual "billboard."

** Part of "Staying Alive: 2nd Year in Business Series" **

3/21 SEXUAL & OTHER FORMS OF HARASSMENT IN THE WORKPLACE

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 and Human Resource Attorney

Attend this workshop and understand what harassment looks like, how to prevent it and how to deal with allegations.

3/23 6-FIGURE MARKETING WITH FACEBOOK ADS TO BOOST YOUR BOTTOM LINE!

9:30-11:30 a.m.

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

Presented by Stephanie Walters, Blue Top Marketing

In this jam packed 2-hour session, we will cover how to be successful at Facebook Advertising! You will learn how to choose the correct ad format, find your audience or create your audience, review your ad reports and there will be an open Q&A. Your mind will be blown by the possibilities on Facebook. So let's dig into Facebook Advertising and boost your bottom line!

3/28 MARKETING: FINDING YOUR NICHE

3:00 to 4:30 p.m.

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

Presented by Florence Hardy, Esq, MBA, Far South Community Development Corporation

Marketing can be a broad and confusing term, but it does not have to be. This workshop will help you identify your ideal target market and determine the best way to get your message in front of them.

3/30 LO QUE NECESITA SABER ACERCA DE SU NEGOCIO & IMPUESTOS

(WORKSHOP PRESENTED IN SPANISH)

9:30 to 11:00 a.m.

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

Presentado por el Servicio de Impuestos Internos (IRS) y el Centro para el Progreso Económico (CEP)

Los temas discutidos son: ¿Están obligados a presentar una declaración de impuestos? Su trabajador es un contratista independiente o empleado? ¿Cuál será la petición del IRS en una auditoría? Necesita hacer los pagos de impuestos estimados? ¿Qué recursos del IRS tienen para los dueños de negocios?

*Workshop offered once a month.



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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

To learn more about BACP's workshops, visit www.cityofchicago.org/businessworkshops

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