

# BUSINESS EDUCATION WORKSHOPS

• FEBRUARY 2017 • (WEDNESDAYS & FRIDAYS)

Date

2/1

## \*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 need to know what it takes to maintain compliance. Officials from several City departments will provide insight to operate safely, stay compliant, help prepare for inspections and highlight the do's and don'ts of operating a business.

2/3

## SOCIAL STRATEGIES & 2017 PLANNING

9:30 to 11:00 a.m.

Presented by Business Bragger

2017 is here and in full force, and we're here to help! Plan your 2017 social media strategy in this informative and interactive workshop. We will discuss types of strategies across platforms including Facebook, Twitter, Instagram and a company blog. The last portion of the workshop will allow you to develop your own social media strategy with live assistance from Business Bragger.

2/8

## HOW TO USE YOUR WEBSITE, EMAIL AND SOCIAL MEDIA TO DOUBLE YOUR BUSINESS FAST!

3:00 to 4:30 p.m.

Presented by Stephanie L. Walters, Blue Top Marketing

Did you know that your website is the center of your online marketing success? During this session, we will cover the exact steps to integrate email with social media, how to create a virtual advertising loop with all three, turn your marketing into a virtual sales team running 24 hours a day, 7 days a week. So come learn how to grow your business faster and better and crush your competition.

2/10

## NAVIGATING A COMMERCIAL REAL ESTATE TRANSACTION

9:30 to 11:00 a.m.

Presented by Lema Khorshid, Fuksa Khorshid, LLC

The real estate market is tough – learn how to navigate your way through commercial leases so that you can expand your operation seamlessly. In this workshop, you will hear practical tips as you learn how to locate the ideal property, negotiate the right lease for each type of business, and understand the language and details behind real estate contracts.

\* Workshop offered once a month.



/ChiSmallBiz



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/ChicagoBACP

Date

2/15

## HOW TO OBTAIN A SIDEWALK CAFE PERMIT

3:00 to 4:30 p.m.

Presented by BACP, Small Business Center - Public Way Use (PWU) Unit, Anthony Bertuca

Take the mystery out of the Sidewalk Cafe Permit Application process by attending this informative workshop. We will explain the application process, inform you of all the requirements, and help you get prepared to submit an application. The entire application process may take 30 - 45 days, and the 2017 Sidewalk Cafe Season begins on March 1st, so make sure to reserve your seat now.

2/17

## EVERYTHING YOU NEED TO KNOW ABOUT BUSINESS INSURANCE

9:30 to 11:00 a.m.

Presented by Sandra Cavato Insurance Agency

In this session, attendees will learn the coverages needed for their business. We'll discuss the right questions to ask your insurance professional and how to protect yourself and your business against law suits.

2/22

## HIRING THE BEST EMPLOYEES & MANAGING EMPLOYEE BEHAVIOR

3:00 – 4:30 p.m.

Presented by Charles Krugel, a Management Side Labor, Employment and Human Resource Attorney

It's become incumbent upon business owners & operators to educate employees about what's appropriate to say & do in the workplace, and how to interact with one-another. This presentation will help you to understand the legal ramifications of such training; different types of training available; who to train, when, where and why (the W's); company policies and procedures. As always with Charles' presentations, this will be a discussion and Q & A based seminar.

2/24

## TAX ISSUES FOR SELF-EMPLOYED INDIVIDUALS & BUSINESSES

9:30 to 11:00 a.m.

Presented by Eric Sternberg of the Center for Economic Progress & Yolanda Ruiz of the Internal Revenue Service

This workshop will give an introductory understanding of common tax issues that self-employed individuals often encounter. Participants will learn when they must file a tax return, how to identify worker classifications, how to prepare for an IRS audit, how to make quarterly estimated payments, and how to navigate the IRS website. Participants will benefit from the perspectives of both the individual taxpayer and the Internal Revenue Service.



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

Space is limited. Please reserve your attendance by calling 312-744-2086

or email [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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