

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

★ ★ JULY 2017 ★ ★

DATE

7/5

*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.

7/7

CAN I MAKE THIS WORK? A INTRODUCTION TO BUSINESS FEASIBILITY PLANNING

9:30 to 11:00 a.m.

Presented by Denise Franta, Director, Illinois SBDC at UIC

This workshop is designed to show you a process for evaluating an idea as a viable business. It focuses on identifying the big four business factors: (1) customers, (2) competitors, (3) products, and (4) cost structure all of which all affects profitability, or your ability to get paid. After this workshop, you will leave with an ability to systematically approach any idea for a business and make a decision whether to pursue it or not.

7/12

HOW TO GET LOANS AND INVESTMENTS, OR SELL YOUR BUSINESS

3:00 to 4:30 p.m.

Presented by Joe Bogdan, Assistant Professor of Business and Entrepreneurship at Columbia College Chicago and Principal, Silvershift Legal

Many businesses at one time or another find themselves in need of funds. It could be to continue ongoing operations, to expand your business, or to cash out by selling the entire company to someone else. Sometimes the money comes from lenders, sometimes from investors, and sometimes from someone who buys you out completely so that you can retire on a beach at the end of a long and happy small business career. No matter what, you need to be ready to seek that money, and business owners who don't take simple steps on an ongoing basis often find months of paperwork and other "housekeeping" standing in their way when they need money the most and the fastest. Don't get caught behind the 8-ball. Come and learn a step-by-step process that you can easily use on a regular basis that will set you up quickly for discussions with any potential investor, lender, or purchaser.

7/14

HOW TO BUILD AND STRENGTHEN YOUR BRAND RECOGNITION

9:30 to 11:00 a.m.

Presented by Eleanor Sweet, CEO, Purple Giraffe Consulting

In this workshop you will learn how to clarify "Who you are and why?", redefine your uniqueness and differences, work on your "Message", and cover Branding 101 (Tricks and Tools of the Trade).

DATE

7/19

HOW TO OBTAIN A MOBILE FOOD DISPENSER/PREPARER LICENSE

3:00 to 4:30 p.m.

Presented by the City of Chicago Department of Business Affairs & Consumer Protection (BACP) and Chicago Department of Public Health (CDPH) and Fire

This workshop will give you all the information you need to become either a Mobile Food Dispenser (MFD) or Mobile Food Preparer (MFP) licensed food truck operator. We will walk you through the MFD/MFP licensing process including inspections, the application, mobile food vehicle, and operational requirements, as well as the optional pre-application Mobile Food Vehicle Assessment.

7/21

CYBERSECURITY FOR SMALL & MID-SIZE BUSINESSES

9:30 to 11:00 a.m.

Presented by the Better Business Bureau (BBB)

Business Cybercrime has become a hot topic. American businesses are now considered the hottest targets for Cyber Criminals worldwide who often focus on smaller businesses because they are the 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.

7/26

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

3:00 to 4:30 p.m.

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.

7/28

SOCIAL MEDIA 101

9:30 to 11:00 a.m.

Presented by Business Bragger

Learn the basics of social media. We will share important know-how like the difference between a personal profile and a business page. Also: how to setup a business page and how to post content, how to look at who's viewing your page and make changes on the page.

*Workshop offered once a month.

 /ChiSmallBiz  @ChiSmallBiz   /Chicago BACP

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 e-mail BACPoutreach@cityofchicago.org

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

