

BUSINESS EDUCATION WORKSHOPS

• JUNE 2015 • (WEDNESDAYS & FRIDAYS)

Date

6/3 ***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!

6/5 **EXPERIENTIAL MARKETING: HOW TO
APPLY IT TO YOUR BUSINESS**

9:30 to 11:00 a.m.

Presented by Go2Girls

This workshop is designed to teach business owners how experiential marketing lets brands show people not just what they are—but who they are. Find out how to create a deeper connection with your consumer that leads to bigger profits and better relationships.

6/10 **HOW TO WRITE A BUSINESS PLAN**

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.

6/12 **WHAT YOU NEED TO KNOW ABOUT BUSINESS
INSURANCE**

9:30 to 11:00 a.m.

Presented by Sandra Cavoto, Farmers Insurance

Starting a new business can be difficult, and being covered by insurance when the unexpected happens is essential to being successful. There is enough to worry about with running a business, and it is the insurance company's responsibility to worry about your liability, losses, worker's compensation, and more. This workshop is designed to show you the in's and out's of commercial insurance, and everything included to help you understand what you need for your specific business.

** Workshop offered once a month.*



/ChiSmallBiz



@ChiSmallBiz



/ChicagoBACP

Date

6/17 **HOW TO OBTAIN A SHARED KITCHEN
OPERATOR OR USER LICENSE?**

3:00 to 4:30 p.m.

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

Are you interested in operating or using a licensed commercial kitchen in the City of Chicago? Then come and learn how you may obtain the Shared Kitchen Operator, Supplemental or User business license. We will be discussing the licensing process including the application requirements, Health inspections, and operational duties. Register now if you are interested in the licenses for businesses that service the commissary needs of the emerging mobile food industry in Chicago.

6/19 **FINANCING YOUR NEW BUSINESS**

9:30 to 11:00 a.m.

Presented by Denise Ching, Director, Illinois SBDC at UIC

This workshop will provide you with an in depth look at some of the many ways to find funding for your business and how to access them. Almost all funding options start with a well-developed plan of the amount of capital needed and we will provide insight into this process. Learn how to best prepare yourself for funding your business.

6/24 **WHAT IS THE 8(A) BUSINESS DEVELOPMENT
PROGRAM?**

3:00 to 4:30 p.m.

Presented by The Small Business Administration (SBA)

The SBA 8(a) Business Development Program helps certified socially and economically disadvantaged small businesses develop and grow their businesses through one-on-one counseling, and with management and technical assistance. The program also provides access to government contracting opportunities, allowing small businesses to better compete in the federal contracting marketplace.

6/26 **ESTABLISHING YOUR BRAND AND GROWING
YOUR BUSINESS: MARKETING AND PR**

9:30 to 11:00 a.m.

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

The last 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.



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

