

BUSINESS EDUCATION WORKSHOPS

• NOVEMBER 2016 • (WEDNESDAYS & FRIDAYS)

Date

11/2 ***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.

11/4 **CREDIT AND YOU: THE BASICS OF CREDIT AND THE IMPORTANT ROLE IT PLAYS IN YOUR LIFE**
9:30 to 11:00 a.m.

Presented by Eileen Kelly from The Private Bank

What is credit? Why is credit important? What is a credit score? Attend this workshop for the answers to these questions. You will walk away knowing the implications of good and bad credit scores and ways to build and repair your credit history. Walk away knowing about SMART banking, business checking options and how your credit can affect your business.

11/9 **WHAT YOU NEED TO KNOW BEFORE YOU PRESS GO! HOW TO OPEN A DAY CARE**
3:00 to 4:30 p.m.

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

In this workshop you will learn the step by step guide on 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.

11/11 **NO WORKSHOP DUE TO VETERAN'S DAY HOLIDAY**

11/16 **BUILDING A TRUSTED BUSINESS BRAND ON LINKEDIN**
3:00 to 4:30 p.m.

Presented by Tajuana Ross, The LinkedIn Professor & Blue Ocean Logic Group Associate

LinkedIn is a major brand and relationship building platform for businesses large and small. Businesses that are successful at leveraging the LinkedIn platform increase their access to greater opportunities. They are businesses that understand the benefits of effective branding when coupled with the skills of business networking. This session will identify how LinkedIn businesses master this professional networking platform to build brands that resonate within and across their target audiences, connecting them to the prospects, clientele, investors and partners they want and need.

Date

11/18 **ART OF THE SOCIAL SALE**
9:30 to 11:00 a.m.

Presented by Business Bragger, Inc.

Selling on social media requires a unique technique and strategy. Learn how to craft the right message without being "in-your-face" salesy, stay relevant, beat the competition and build your brand across multiple social media platforms with strategies that are built for any company online. We will also teach the do's and don'ts on each platform when it comes to directly selling, so your accounts don't get "unapproved" by the social media channel.

11/23 **NO WORKSHOP DUE TO THANKSGIVING HOLIDAY**

11/25 **NO WORKSHOP DUE TO THANKSGIVING HOLIDAY**

11/30 **SOCIAL MEDIA WORKPLACE POLICIES, THE LAW & LITIGATION**
3:00 to 4:30 p.m.

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

Topics to be discussed include: what courts and government regulators are saying about workplace social media policies, employee content & account ownership (who owns what); how can a business protect its social media image; what if an employee discusses something illegal or inappropriate; what businesses should do to control how & who uses its social media & related hardware or equipment; should we have a social media policy? What should it say? ; what are the areas of liability for businesses and how to avoid or minimize liability.

* Workshop offered once a month.



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/businessworkshops

