

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

OCTOBER 2017

DATE

10/4

*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.

10/6

EQUITY CROWDFUNDING BASICS

9:30 – 11:00 a.m.
City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by Florence Hardy, Far South Community Development Center

Accessing money to start and grow your business can be a challenge. Come learn how you can use the power of the crowd to raise the funds you need to start and grow your business.

10/11

CYBERSECURITY FOR SMALL & MID-SIZE BUSINESSES

3:00 to 4:30 p.m.
City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

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.

10/13

DIGITAL ADVERTISING 101

9:30 to 11:30 a.m.
City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by Google & Birk Creative

Learn how to reach new customers and grow your business with digital advertising. Write a headline, craft your unique selling proposition, consider business goals and discover free online tools to do it all. Create and launch an online advertisement for your business in real time. What you'll learn at this workshop will help you transform from "I'm a consumer ready to buy online" to "I'm an advertiser ready to sell online." A fully charged laptop or tablet is highly recommended to get the most benefit from this workshop.

DATE

10/18

HOW TO REALLY START YOUR BUSINESS

3:00 to 4:30 p.m.
City Hall, 121 N. LaSalle St. – 8th Floor, Room 805
Presented by Score

Do you have what it takes to start and run a successful business? If so, what are the first steps you should take? This workshop will help you assess your prospects, give you the initial direction you need, and inspire you to move forward to realize your dream.

10/20

NO SEAS AVESTRUZ CUANDO SE TRATA DE SUS FINANZAS

(Workshop will be presented in Spanish/Taller se presenta en Español)

9:30 to 11:00 a.m.
City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by Nancye F. Rivera, Small Business Bookkeeping Specialist

Es fácil aprender a entender sus estados financieros y utilizarlos como una herramienta de planificación para hacer crecer su negocio. Temas: su relación con el dinero, sus estados financieros, construye su equipo, y crezca su compañía.

10/25

GETTING STARTED WITH MARKETING - HOW TO CRUSH IT!

3:00 – 4:30 p.m.
City Hall, 121 N. LaSalle St. – 8th Floor, Room 805
Presented by Dianne Denton- Principal, Serafire Marketing

So you have an awesome business idea but how do you go to market? In this interactive session, we'll cover how to select the perfect name, define your target audience, segment your audience, analyze competitors, evaluate niche markets, position your business for greatest success, and establish your KPIs. Time permitting, we'll also do a brief overview of social media. Come prepared to take notes, ask questions and participate in the discussion. You'll leave motivated and ready to market!

10/27

MAKING CONNECTIONS

9:30 – 11:00 a.m.
City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by Business Bragger

Learn how to make new connections on LinkedIn for business purposes. We will teach you how to setup your LinkedIn profile, how to make sure it is optimized so people can find you and how to make new connections to build your business.

*Workshop offered once a month.



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

