

BUSINESS EDUCATION WORKSHOPS

• SEPTEMBER 2016 • (WEDNESDAYS & FRIDAYS)

Date

9/2

LEGAL AND PRACTICAL CONSIDERATIONS OF STARTING A NONPROFIT

9:30 to 11:00 a.m.

Presented by Jody Adler, The Law Project of the Chicago Lawyers' Committee for Civil Rights under Law

Learn the ins and outs of starting a nonprofit charitable organization. This workshop covers the legal structure for a nonprofit and how it differs from a for-profit or low-profit organization, the legal steps to obtain income tax exemption and the on-going reporting requirements.

9/7

*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 healthy business.

9/9

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

9:30 to 11:00 a.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.

9/14

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), Chicago Department of Public Health (CDPH) and Chicago Fire Department (CFD)

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.

9/16

SOCIAL ADVERTISING

9:30 to 11:00 a.m.

Presented by Business Bragger, Inc.

The do's, the don't's and the in-between. Leverage Facebook advertising for your business! Get noticed. Whether you are looking to increase your following or drive targeted leads, we'll show you the latest updates from Facebook Advertising with a general overview of how to set Ads that work for you. Also included in this interactive workshop is a general overview of Twitter and Instagram Ads.

Date

9/21

TRADEMARKS, PATENTS, TRADE SECRETS, AND COPYRIGHTS: HOW TO RECOGNIZE YOUR COMPANY'S ASSETS

3:00 to 4:30 p.m.

Presented by Patrick J. Smith, Partner, registered patent attorney at Greer, Burns & Crain, Ltd.

Learn the difference between a copyright and a trademark as well as a patent and a trade secret. Learn how to differentiate between the various types of intellectual property and learn the steps you can take to protect your company's IP assets.

9/23

HOW TO START AND MAINTAIN YOUR PERSONAL BRAND ONLINE

9:30 to 11:00 a.m.

Presented by JinJa Birkenbeuel, CEO, Birk Creative

This workshop will be interactive, include open discussions led by JinJa Birkenbeuel geared to inspire you to learn how to better create and manage your personal brand, in particular in the social media and digital spaces. Learn the basics of "Why Do I Need Twitter?" Understand the importance of creating and maintaining a professional LinkedIn profile, whether you are employed or looking to be employed. Know "How To Create A Website." And discuss the benefits of publishing your thoughts and ideas to start building an engaged audience.

9/28

FINANCING YOUR NEW BUSINESS

3:00 to 4:30 p.m.

Presented by Denise Franta, 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.

9/30

CHICAGO OPEN DATA: HOW TO NAVIGATE THE CITY'S DATA PORTAL

9:30 to 11:00 a.m.

Presented by the City of Chicago Department of Innovation & Technology

The City of Chicago publishes almost 600 datasets of information about the City at <https://data.cityofchicago.org>. Get an introduction to this wealth of civic data and how to use it. Bring your questions for a lively, interactive session.

* 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

SMALL BUSINESS
* CENTER *