

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)



JULY 2019



DATE

7/3 EVERYTHING YOU NEED TO KNOW ABOUT BUSINESS INSURANCE

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

Presented by Sandra Cavato Insurance Agency

In this session, attendees will learn the coverages needed for their business. We'll discuss the right questions to ask your insurance professional and how to protect yourself and your business against lawsuits.

DATE

7/19 RECOGNIZING AND PROTECTING YOUR COMPANY'S TRADEMARKS, PATENTS, TRADE SECRETS, AND COPYRIGHTS

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

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

Learn the basic differences between copyrights, trademarks, patents, trade secrets and the assets they protect. Knowing the differences will help you to take the right steps and make the right decisions to protect your company's intellectual property assets.

7/5 NO WORKSHOP DUE TO 4TH OF JULY HOLIDAY

7/10 *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.

7/24 HOW TO USE FACEBOOK LIVE AND OTHER STREAMS TO BUILD YOUR BUSINESS

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

Presented by Jackson DeLisle, Social Jack

Video has proven to be the best method to increase engagement, over 10x more response than regular text and images! Now we have Instagram, YouTube, Facebook LIVE Streaming and others, even LinkedIn is getting in on the action, and Jackson will share his team's best video and streaming techniques and case studies. Social Jack™ has produced and worked with over 2,000 videos and streams as it relates to Social Media. He will share how they use multiple stream options to test and feed video content for quick use, test and conversion. Then once those streams are over, it's time to turn those videos into a campaign. You will leave with an easy to follow overview of their process so that you can implement and enjoy the rewards of live streaming and video conversion. In this session, you'll leave with tips to kick up your live stream attendance, how to setup and use Facebook LIVE, steps to optimize your YouTube Channel, easy to follow production steps, hacks to quickly convert your video to a campaign, how to leverage team members and influencers and a simple checklist to put this into practice.

*** Part of "Staying Alive: 2nd Year in Business Series" ***

7/12 A SIMPLE RECIPE FOR SOCIAL MEDIA SUCCESS

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

Presented by Stephanie Walters, MBA, Blue Top Marketing

As a small business, social media is overwhelming and often feels like you're just spinning your wheels. You have to figure out where to be, how to be engaging, and how to get results—all with a limited amount of time and resources. That's why in this session we'll provide a recipe for social media that saves time and gets results to grow your business. You'll learn how to choose the right social networks for your business, the 15-minute social media plan and getting started in the pay-to-play world of social media.

7/26 THE BUSINESS OF ENTREPRENEURSHIP

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

Presented by Vincent Williams, Director of Business & Entrepreneurship - YWCA Metropolitan Chicago

Starting a business is not easy. It takes commitment, dedication, support and follow through. Join us in this workshop to learn our top tips for startup success.

7/17 GET CAPITAL FOR YOUR SMALL BUSINESS WITH KIVA AND ACCION

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

Presented by David Johnson, Accion & Ryan Holland, Kiva

Hear from Kiva, a nonprofit that provides 0% interest loans of up to \$10,000 to small business owners and entrepreneurs, and from Accion, a small business lender with loan ranges of up to \$100,000 for small and existing businesses.

7/31 TOBACCO RETAILER TRAINING

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

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

How does Business Affairs and Consumer Protection license and regulate the sale of tobacco products in the City of Chicago? Learn from the BACP experts who issue licenses and enforce the tobacco ordinances and rules.

* Workshop offered once a month.

/ChiSmallBiz @ChiSmallBiz /ChicagoBACP



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.chicago.gov/businessworkshops

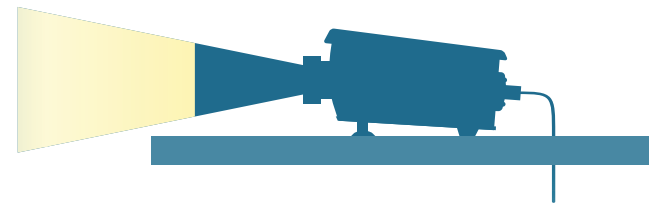
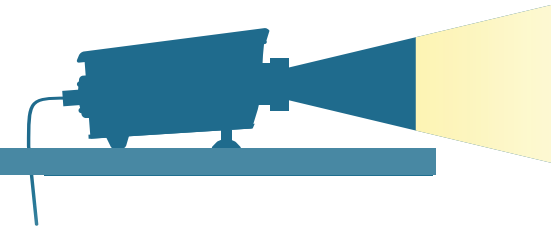


FREE BUSINESS EDUCATION WORKSHOPS @ CITYHALL



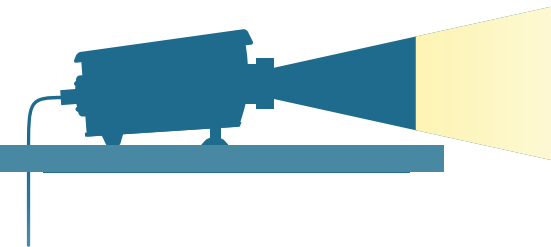
WORKSHOP TOPICS INCLUDE:

- Business licensing requirements
- Develop a business plan
- How to finance your business
- Know what to expect during an inspection
- Marketing, social media and websites
- Leverage technology to boost your business
- Staying Alive: 2nd Year in Business Series: Workshops dedicated to business owners who want to continue growing their enterprise during that tricky make-or-break second year in operation.



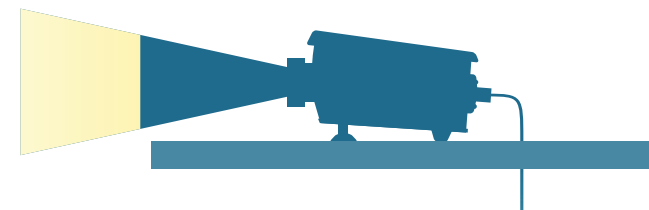
BUSINESS START-UP CERTIFICATE PROGRAM

Complete 9 workshops in a 6 month period and earn a **Business Start-up Certificate**. Those who earn a certificate are eligible to apply for low-interest and no-fee loans ranging from \$1,000 - \$25,000 through the CIBC Entrepreneurial Loan Program.



CITY OF CHICAGO'S SMALL BUSINESS CENTER ON THE ROAD EXPOS

- **Saturday, March 9, 2019 from 10AM-2PM**
@ Kennedy-King College, U Building-6301 S. Halsted St., Chicago
- **Saturday, May 4, 2019 from 10AM-2PM**
@ Arturo Velasquez Institute-2800 S. Western Ave., Chicago
- **Thursday, June 27, 2019 from 5-9PM**
@ 1871-theMART, 222 W. Merchandise Mart Plaza #1212, Chicago
- **Saturday, September 7, 2019 @ 10AM-2PM**
@ Truman College, McKeon Building-1145 W. Wilson Ave., Chicago
- **Saturday, November 2, 2019 @ 10AM-2PM**
@ Malcolm X College-1900 W. Jackson Blvd., Chicago
For updates visit www.ChiSmallBizExpo.com



SMART BUSINESS CHICAGO PODCAST

The podcast features Chicago's entrepreneurs who share their business stories and provide advice to help you navigate the road to business success. Listen to hear how entrepreneurs were able to make their business dreams a reality with some perseverance and the support of City programs and services.

Listen at www.soundcloud.com/ChicagoBACP

Register for workshops by calling **312.744.2086** or e-mailing BACPoutreach@CityofChicago.org

Workshops are held on Wednesdays and Fridays at City Hall, 121 N. LaSalle St., Chicago, IL 60602

Download our monthly calendar at Chicago.gov/BusinessWorkshops



City of Chicago Department of Business Affairs and Consumer Protection

Chicago.gov/BACP

@ChicagoBACP

/ChicagoBACP

@ChiSmallBiz

/ChiSmallBiz