

# BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

★ ★ **SEPTEMBER 2018** ★ ★

DATE

9/5

## \*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.

9/7

## BUSINESS LICENSING 101

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

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

Attendees will learn the 3 steps to obtain a business license, and free business resources to start or expand their business.

9/12

## FACEBOOK FAMILY OF APPS ADVERTISING BEST PRACTICES

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

*Presented by Facebook*

This workshop will focus on best practices to utilize the ads manager tool to it's full potential to drive results with your ads! We will cover the best way to approach set up, targeting, which platforms to use and how to best make creative to drive conversions or ad recall.

9/14

## CÓMO EMPEZAR UN NEGOCIO (WORKSHOP WILL BE PRESENTED IN SPANISH)

9:30 to 11:00 a.m.  
City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

*Presented by Quiroga College and the Illinois Hispanic Chamber of Commerce (IHCC)*

Este taller cubrirá los primeros pasos para abrir un negocio en Illinois: El plan de negocio. Considerará desde la idea de negocio y la identificación de mercado a aspectos fundamentales como la educación financiera, operaciones, normas y dinámica de equipos. En este taller proporcionaremos orientación en áreas claves del negocio, incluyendo relaciones con los clientes, organización y operaciones.

Join us for the 'Small Business Center On the Road' Small Business Expo on Saturday, September 8th from 10:00 a.m. – 2:00 p.m. at Truman College, 1145 W. Wilson Ave., Chicago.

For more information go to [www.chismallbizexpo.com](http://www.chismallbizexpo.com)

\* Workshop offered once a month.

DATE

9/19

## MANAGING SOCIAL MEDIA IN THE WORKPLACE-DO'S & DON'TS

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

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

Attorney Charles Krugel discusses how you can supervise what employees say about your business & your customers on social media. This includes what employees can record in the workplace, & what they can post.

9/21

## INTRO TO DIGITAL MARKETING & ADVERTISING 101 (FOR BUSINESSES WITH A WEBSITE)

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

*Presented by JinJa Birkenbeuel, CEO, Birk Creative and Google Digital Coaches*

Learn basic skills on digital marketing and advertising at this free workshop. Receive guidance on improving your business web presence. Receive social media recommendations and learn the importance of branding.

9/26

## CLARIFY YOUR MESSAGE: HOW TO SEE AN ACTUAL ROI ON YOUR MARKETING

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

*Presented by Christy Kern, On Purpose Project*

When it comes to talking about their businesses, many people are so close to their products or services they don't know where to start and so waste a lot of opportunities (and money) in trying to market their business. The StoryBrand Marketing Framework will teach you how to clarify your message and communicate to customers in a way that gets them to respond. Once you clarify your message, your website starts working for you, your team members are converted into a sales force and your customers speak a viral message that spreads.

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

9/28

## EVERYTHING YOU NEED TO KNOW ABOUT BUSINESS INSURANCE

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

*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.

 /ChiSmallBiz  @ChiSmallBiz   /Chicago BACP

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](mailto:BACPoutreach@cityofchicago.org)

To learn more about BACP's workshops, visit [www.cityofchicago.org/businessworkshops](http://www.cityofchicago.org/businessworkshops)



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