

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

★ ★ APRIL 2019 ★ ★

DATE

4/3 ***+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.

4/5 **+BUSINESS LICENSING 101**

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

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

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

4/10 **PAYING HOURLY EMPLOYEES PROPERLY**

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

Presented by Noah Frank, Labor & Employment Attorney in SmithAmundsen's Chicago Office

The U.S. and Illinois Departments of Labor are increasingly scrutinizing companies to make sure their employee pay procedures and policies are compliant with federal, state, and local laws. Indeed, after years in the making, on March 7, 2019, the U.S. DOL announced its new proposed "Final Rule" for salary exempt employees. Join attorney Noah A. Frank of SmithAmundsen for an engaging, fast-paced discussion on properly classifying employees as exempt vs. non-exempt, making valid wage deductions and reimbursements, and more to stay compliant!

4/12 **BUILDING A COMPELLING BRAND MARKETING STRATEGY!**

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

Presented by Dorothy Muszynska, DM Marketing Group

Businesses must have a compelling Brand Marketing Strategy in place before creating and implementing tactics such as print, digital, social, or event marketing. More often than not, smaller businesses skip the "strategy" step resulting in an unsuccessful tactical execution. In this workshop, we will go through the steps of a simple Brand Marketing Strategy for a product or service. The presenter will be able to answer one-on-one questions in English and Polish after the workshop.

* Workshop offered once a month.

+ Money Smart Week is March 30-April 6, and the Wednesday, April 3rd and Friday, April 5th workshops are a part of this public awareness campaign. Additional events can be found at www.moneysmartweek.org

 /ChiSmallBiz  @ChiSmallBiz    /ChicagoBACP

DATE

4/17 **5 TIPS TO DOUBLE YOUR ONLINE REVIEWS AND BUILD A STELLAR ONLINE REPUTATION**

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

Presented by Thomas B. Varghese, eBizUniverse

Attend this workshop and you will have an understanding of why your online reviews matter. You will learn about understanding your audience and how to build a reputable and profitable brand along with tips on how to build a stellar online reputation. You will also learn about specific tactics for improving the reputation of local businesses and what to do when your online reputation is attacked.

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

4/19 **HOW TO GET MONEY FOR YOUR BUSINESS**

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

Presented by Craig Feldman, Bloom Lending

Without positive cash flow, it is difficult to take care of the everyday functions of the business or have the ability to buy things such as equipment or materials. Let's have a critical conversation about the importance of getting funding and discussing the key indicators of why working capital and equipment leasing are crucial in all areas of your business. You will learn about different types of funding that will be available, programs for all types of businesses regardless of your credit score, and about the required documents needed to apply for funding.

4/24 **PRESS RELEASE BASICS**

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

Presented by Independent Writers of Chicago

Three experienced media professionals will teach the do's and don'ts of how to write an outstanding press release that will attract media attention – and increase the chances of getting coverage. Also, learn what to do with a press release once it's written. If you have a press release you would like critiqued, bring it! Speakers: Journalists David Steinkraus and Jeff Steele, and Advertising/Marketing specialist Laura Stigler of Shebang! Creative Content-2-Consulting.

4/26 **HOW TO BE A "YOUTUBER" FOR YOUR BUSINESS, VIDEO MARKETING 101**

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

Presented by JinJa Birkenbeuel, Founder, The Honest Field Guide Podcast and CEO, Birk Creative

This YouTube workshop is for small business owners with a working website who want to learn how to create custom content and also create YouTube ads for your business. Learn how to create a business YouTube channel, understand the anatomy of a YouTube channel, learn how to use tags, and best practices for shooting a basic video. You will also learn how to promote your video on YouTube and other channels.

Join us for the FREE Small Business Center On the Road Expo on Saturday, May 4th from 10:00AM-2:00PM at Arturo Velasquez Institute-2800 S. Western Ave., Chicago. For more information go to www.ChiSmallBizExpo.com

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

