

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

★ ★ SEPTEMBER 2019 ★ ★

DATE

9/4

*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.

9/6

SIDE HUSTLE SUCCESS

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

Moderated by Kenya Merritt, Chicago Chief Small Business Officer

In this workshop you will hear from entrepreneurs who have turned their passion into a profit. This workshop is targeted for entrepreneurs looking to establish a business within the creative or arts sector. Our panelists will share their strategies on how they moved from side hustle to success.

★ Part of "Hear Us Roar: Women's Workshop Series" ★

9/11

SOCIAL MEDIA WORKPLACE POLICIES & THE LAW

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

This is an open discussion with human resources lawyer Charles Krugel concerning: what courts and government regulators are saying about workplace social media policies, employee content & account ownership (who owns what); how a business can protect its social media image; what should a business do if an employee discusses something inappropriate; what businesses should do to control how & who uses its social media & related hardware or equipment; & what are the areas of liability for businesses and how to avoid or minimize liability.

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

9/13

ACCESS TO CAPITAL AND AVOIDING PREDATORY FINANCING

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

Presented by Geri Aglipay, The Small Business Majority

Learn about how to navigate safe financing options in Chicago to start and grow your business. Understand how to avoid predatory small business funding and where to go for free assistance. An overview of crowdfunding will also be provided.

DATE

9/18

COMO LANZAR SU NEGOCIO EN CHICAGO (WORKSHOP WILL BE PRESENTED IN SPANISH)

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

Presentado por ESDC – Economic Strategies Development Corporation

Exploramos los primeros pasos para empezar su negocio, incluyendo: primeros pasos, investigación de mercado, plan de negocio y recursos estatales gratis, además aprenda acerca del tipo de licencia que necesitará y los tipos de estructura legal que existen.

9/20

HOW TO BE A "YOUTUBER" FOR YOUR BUSINESS, VIDEO MARKETING 101

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

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.

9/25

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.

9/27

BUYING AND SELLING A BUSINESS: FIND, EVALUATE AND NEGOTIATE

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

Presented by Lema Khorshid, Fuksa Khorshid, LLC

Do you want to buy a business and don't know where to start? In this step-by-step seminar learn how buying a business can be an alternative to starting up a new business. Also, learn how to effectively analyze new business opportunities and understand a business purchase contract so that you can quickly close the deal.

SAVE THE DATE: SMALL BUSINESS CENTER ON THE ROAD EXPO

The free small business expo brings business resources to the community for new and existing entrepreneurs looking to start or grow their business in the City of Chicago.

- Saturday, September 7th from 10:00AM-2:00PM at Truman College located at 1145 W. Wilson Ave., Chicago.
- Saturday, November 2nd from 10:00AM-2:00PM at Malcolm X College located at 1900 W. Jackson Blvd., Chicago.

For more information go to www.chismallbizexpo.com

* Workshop offered once a month.

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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

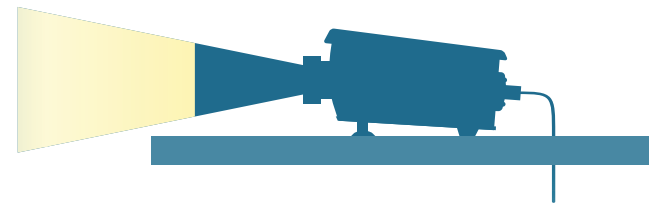
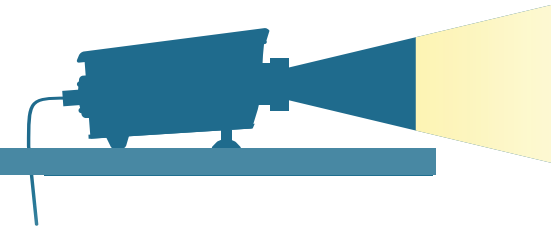


FREE BUSINESS EDUCATION WORKSHOPS @ CITY HALL



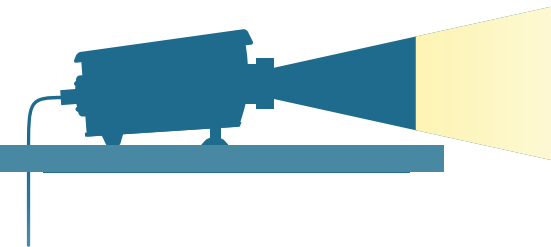
WORKSHOP TOPICS INCLUDE:

- 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.



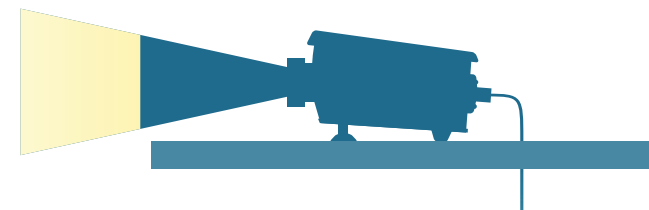
BUSINESS START-UP CERTIFICATE PROGRAM

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

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