

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)



AUGUST 2018



DATE

8/1 *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.

8/3 NO WORKSHOP

8/8 HOW TO OPEN A CONCESSION AT O'HARE OR MIDWAY AIRPORT

3:00-4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by the Chicago Department of Aviation-Concessions Department

Are you interested in operating a restaurant or shop at O'Hare or Midway International Airports, but don't know where to begin? Come and learn about the Request for Proposals (RFP) process, how to operate a business at the airports, and a summary of the Airport Concessions Disadvantaged Business Enterprise (ACDBE) program.

8/10 GETTING PAID ONLINE WITH AN E-COMMERCE, WORDPRESS WEBSITE

9:30 to 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by Dante Hamilton, Founder, Chicago WordPress Meetup Group

This workshop will demonstrate how to get paid online using WordPress. It will discuss PayPal, Stripe, WooCommerce and show attendees a live, online transaction demonstration using a secure, WordPress website. With the holiday shopping season just a few months away, attend this workshop and gain important tips and advice on getting paid online using WordPress E-Commerce.

8/15 BUILDING A COMPELLING BRAND MARKETING STORY!

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by Dorothy Muszynska, Founder & Principal Consultant, DM Marketing Group

What are the features and benefits of your brand vs the competition? What's the brand's personality? What's the differentiated value it provides consumers? Businesses must have a strategic marketing framework in place before creating and implementing tactics such as print, digital, or social. A very important part of the marketing strategy is the brand marketing story. In this workshop, we will review all of the pieces of a stellar story. The presenter will be able to answer one-on-one questions in English and Polish after the workshop.

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

DATE

8/17 BUYING A BUSINESS: FIND, EVALUATE AND NEGOTIATE

9:30-11:00 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.

8/22 UPDATE: CHICAGO'S MINIMUM WAGE AND PAID SICK LEAVE ORDINANCE

3:00-4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

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

On July 1, 2018, the next scheduled increase of the Chicago minimum wage went into effect for tipped and non-tipped employees. Find out how your business can comply with the ordinance and how to contact BACP for assistance. Representatives from ARISE Chicago, the Sargent Shriver National Center on Poverty Law, and Women Employed will join with BACP and the City's Law Department to discuss the rationale behind and impact of Chicago's Minimum Wage and Paid Sick Leave Ordinance.

8/24 ROADMAP TO BUSINESS FINANCING

9:30-11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by Fifth Third Bank & Accion Chicago

In order for businesses to start or grow, financing is often needed. Attend this workshop and you will obtain the pathway to financial success including traditional and non traditional credit sources and how to best prepare for when your company needs capital most.

8/29 LIFE IN THE FREELANCE LANE: BUSINESS BASICS FOR SUCCEEDING IN THE GIG ECONOMY

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by Independent Writers of Chicago (IWOC)

Contemplating making the leap from the full-time world into freelance writing? This workshop is for you! Filled with common sense, essential pointers on the opportunities, challenges and rewards of being an independent contractor, learn the invaluable business basics upon which the three presenters have built their own thriving freelance writing careers.

8/31 INTRODUCTION TO BLOGGING FOR BUSINESS

9:30-11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by Marcie Hill of Marcie Writes

Did you know that businesses that blog receive over 50% more traffic than those that don't? If you're a small business owner and have not started blogging yet, you need to be at this workshop. We are going to cover what a blog is and why you should own one.

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



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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.cityofchicago.org/businessworkshops



**SMALL
BUSINESS
CENTER**



FREE BUSINESS EDUCATION WORKSHOPS @ CITY HALL



WORKSHOP TOPICS INCLUDE:

- Business licensing requirements
- Develop a business plan
- How to finance your business
- City's contract process
- Know what to expect during an inspection
- Marketing, social media and websites
- Leverage technology to boost your business

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 3, 2018 from 10AM-2PM**
@ South Shore Cultural Center-7059 S. South Shore Dr., Chicago
- **Saturday, May 12, 2018 from 10AM-2PM**
@ Arturo Velasquez Institute-2800 S. Western Ave., Chicago
- **Thursday, June 21, 2018 from 5-9PM**
@ 1871-theMART, 222 W. Merchandise Mart Plaza #1212, Chicago
- **Saturday, September 8, 2018 @ 10AM-2PM**
@ Truman College- 1145 W. Wilson Ave., Chicago
- **Saturday, October 27, 2018 @ 10AM-2PM**
@ Malcolm X College-1900 W. Jackson Blvd., Chicago
For updates visit www.ChiSmallBizExpo.com

STAYING ALIVE: 2ND YEAR IN BUSINESS SERIES

A series of workshops featured in 2018 dedicated to business owners who want to continue growing their enterprise during that tricky make-or-break second year in operation. Designed to build knowledge and fine tune business principles to "Keep You Alive."

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 CityofChicago.org/BusinessWorkshops



City of Chicago Department of Business Affairs and Consumer Protection



CityofChicago.org/SBC



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