

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)



DECEMBER 2018



DATE

12/5

*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.

12/7

DISCRIMINATION AND HARASSMENT UNDER CHICAGO'S ORDINANCES: WHAT BUSINESS OWNERS NEED TO KNOW

9:30 to 11:00 a.m.

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

Presented by the Chicago Commission on Human Relations

This presentation by staff from the Chicago Commission on Human Relations will focus on the City of Chicago's anti-discrimination ordinances, with a particular focus on discrimination and harassment in the workplace and in public accommodations. The presentation will also focus on some of the pitfalls that business owners in Chicago can seek to avoid with regard to possible discrimination claims that may be brought against them. The presentation will also include information on the ways in which Chicago's ordinances are similar to, and different from, state and federal laws concerning discrimination and harassment.

12/12

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.

DATE

12/14

DRAWING WEB TRAFFIC - INCREASE YOUR AUDIENCE, GROW YOUR BUSINESS

9:30 to 11:00 a.m.

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

Presented by eBizUniverse and Blue Ocean Logic

This internet marketing workshop is dedicated to helping business owners who are either getting started marketing online or looking to improve their online marketing strategy. You will learn how to better market your business online, leading to more traffic and increased sales. This workshop will touch on understanding website statistics, Search Engine Optimization (SEO), Pay-Per-Click Ads (PPC), Creating Content for your Internet Initiative, metrics that can help you track success and ROI. If you know that your potential customers are out there, but they don't know you, this is the workshop for you.

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

12/19

THE BASICS OF EMPLOYMENT POLICIES, HANDBOOKS & CONTRACTS

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

Learn about the reasons to have, or not have, employee policies, handbooks & contracts with employees. Management side labor & employment attorney Charles Krugel will discuss with you the basics of policies & handbooks, such as what policies to have, how to communicate those policies, & whether or not to restrict employees from working for your competitors or soliciting your customers or employees away from you.

12/21

EVERYTHING YOU NEED TO KNOW ABOUT BUSINESS INSURANCE

9:30 to 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.

12/26

NO WORKSHOP DUE TO HOLIDAY

12/28

NO WORKSHOP DUE TO HOLIDAY

Happy Holidays! BACP will continue to offer free workshops in the new year with many new and exciting topics.

* Workshop offered once a month.

/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

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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