

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)



NOVEMBER 2018



DATE

11/2

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

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

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.

11/7

*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.

11/9

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

9:30 to 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.

11/14

HOW TO REALLY START YOUR BUSINESS

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

Presented by Score

Do you have what it takes to start and run a successful business? If so, what are the first steps you should take? This workshop will help you assess your prospects, give you the initial direction you need, and inspire you to move forward to realize your dream.

DATE

11/16

10 LEGAL TIPS FOR SMALL BUSINESSES

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

Presented by Lema Khorshid, Fuksa Khorshid, LLC

Running a small business takes a lot of work. Often, a handful of employees fill a variety of roles, meaning that everyone has to bring serious hard work, dedication, self-motivation, and multitasking skills to the table. Amid all this, it can be easy to forget about the legal aspects of running a business. However, attending to these matters sooner rather than later is likely to save you time, stress, and expense in the long run. Join us in this workshop to learn our top 10 legal tips for small business success.

11/21

NO WORKSHOP DUE TO HOLIDAY

11/23

NO WORKSHOP DUE TO HOLIDAY

11/28

HOW TO OBTAIN THE NEW POP-UP USER OR POP-UP HOST BUSINESS LICENSE

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

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

Starting December 1st, the City's new Pop-Up User and Pop-Up Host business licenses will be available for short-term general retail or food sales, providing new options to entrepreneurs and owners of commercial spaces. Learn about the unique features which allow the User to "pop-up" around the City during the license term, the license application requirements and process, as well as the benefit provided to existing Shared Kitchen Users and Retail Food license holders. Be ready to become one of the first to obtain these innovative licenses.

11/30

HOW TO SETUP WORDPRESS AND START BLOGGING SUCCESSFULLY IN 2019

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

Presented by Marcie Hill, Author of "62 Blog Posts to Overcome Bloggers Block" and Dante Hamilton, founder of Chicago WordPress Meetup Group

WordPress powers 32% of all websites. Watch Dante Hamilton show attendees how to register a domain name and point it to a new WordPress website hosted on Google Cloud Platform. Marcie Hill will then provide blog post ideas that will keep your audience returning.

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

* Workshop offered once a month.



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**SMALL
BUSINESS
CENTER**

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

