

# BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

★ ★ **NOVEMBER 2019** ★ ★

DATE

11/1

## DESIGNING PRODUCTS AND SERVICES

9:30 to 11:00 a.m.

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

*Presented by Kevin Smith, TEP Corporation*

Have you ever wanted to start a business, but don't know where to start? This workshop is designed to help entrepreneurs craft out their business, which will position their company for the next steps of launching a business. During this interactive workshop, participants will identify what business to start and products and services to compare their competition in their respective industries. The outcome of this workshop will equip each participant with ways to discovering their unique value proposition and SWOT analysis.

DATE

11/15

## DIGITAL MINDSET FOR GROWTH 101

9:30 a.m. – 11:30 a.m.

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

*Presented by Google Digital Coaches with JinJa Birkenbeuel*

Learn how to change your mindset from analog to digital by translating your entrepreneurial dreams into online action for your brand and your business. We will give guidance on how to create goal-based strategies for your business that will help it become more "discoverable" and recognized online so you can connect with customers. We will touch on creative branding, social media, YouTube and content strategies. Come ready with your mobile phone to work and learn!

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

11/6

## \*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.

11/20

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

3:00 to 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 Airport, but don't know where to begin? Come and learn about the Request for Proposals (RFP) process, how to operate a business at the airport and a summary of the Airport Concessions Disadvantaged Business Enterprise (ACDBE) program.

11/8

## MASTER PLAN WORKSHOP

9:30 to 11:00 a.m.

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

*Presented by Vincent Williams, Director of Illinois SBDC at YWCA Metropolitan Chicago & Vice President of Economic Empowerment*

In this workshop you will learn ways to navigate and create your Master Business Plan.

11/22

## GET CAPITAL FOR YOUR SMALL BUSINESS WITH KIVA AND ACCION

9:30 to 11:00 a.m.

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

*Presented by Accion & Kiva*

Hear from Kiva, a nonprofit that provides 0% interest loans of up to \$10,000 to small business owners and entrepreneurs, and from Accion, a small business lender with loan ranges of up to \$100,000 for small and existing businesses.

11/13

## CONTRACTS 101 AND NEGOTIATION TIPS

3:00 to 4:30 p.m.

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

*Presented by Lauren Cichowski of 3BL, Law LLC*

You were always told read everything before you sign it. But what are you supposed to be looking for? Learn about what makes a contract, how to spot red flags and important terms every contract should have. Sometimes it takes some negotiation to get the best deal for your business. Pick up some tips on how to prepare for and tackle contract negotiations before, during, and after you get to the table.

11/27

**NO WORKSHOP DUE TO HOLIDAY**

11/29

**NO WORKSHOP DUE TO HOLIDAY**

Join us for the **FREE Small Business Center On the Road Expo on Saturday, November 2nd from 10:00AM-2:00PM at Malcolm X College-1900 W. Jackson Blvd., Chicago. For more information go to [www.ChiSmallBizExpo.com](http://www.ChiSmallBizExpo.com)**

\* Workshop offered once a month.

 /ChiSmallBiz

 @ChiSmallBiz

    /ChicagoBACP



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](mailto:BACPoutreach@cityofchicago.org)

To learn more about BACP's workshops, visit [www.chicago.gov/businessworkshops](http://www.chicago.gov/businessworkshops)

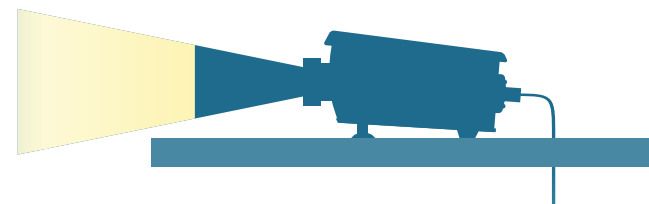
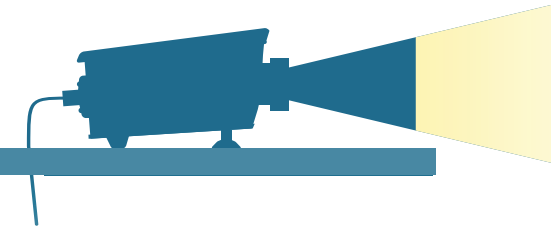


# FREE BUSINESS EDUCATION WORKSHOPS @ CITY HALL



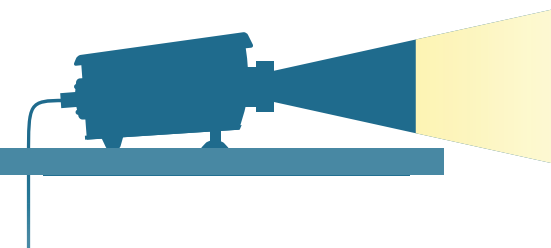
## WORKSHOP TOPICS INCLUDE:

- 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.



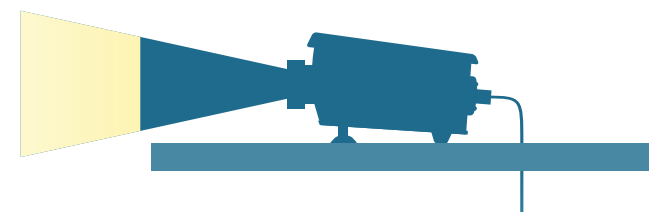
## BUSINESS START-UP CERTIFICATE PROGRAM

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](http://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](http://www.soundcloud.com/ChicagoBACP)

Register for workshops by calling **312.744.2086** or e-mailing [BACPoutreach@CityofChicago.org](mailto: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](http://Chicago.gov/BusinessWorkshops)



City of Chicago Department of Business Affairs and Consumer Protection