

SCORE Kansas City Free and Low Cost Workshop Schedule 2021

All fees eliminated during economic and health crisis, all classes via Zoom until further notice.

January 2, 2021

See KansasCity.Score.org for dates, times, locations, fees and registration

	TIME	Apr	May	Jun
BASICS:				
Starting your Business-Basics				
	9:30a - noon		15th	
	6:00p - 8:30p	6th		8th
Business Planning Tools				
	9:00a - noon			
Franchising: Start a business- Keep your day job!		9:00a - 11a		18th
MARKETING:				
Business Concepts/Marketing Strategy /Social Media				
	10:00a - 3:30p		8th	
Business Concepts				
	6:00p - 8:30p			
Marketing Strategy / Social Media		6:00p - 8:30p		
Marketing with Video				
	9:00a - noon			
TBD Marketing Plan Class				
Global Entrepreneurship Week TBD-week of Nov 15-19	TBD			
Branding				
	9:00a - noon			
NEW - Market Research		9:00a - 11:00a	6th	
Video Marketing 101		6:00p - 8:30p		28th
FINANCE & FUNDING:				
Finance: Prerequisite/Basics/Projections/Funding Sources		9:30a - 4:00p		5th
Financial Statement Basics Prerequisite		5:30- 6:00p	20th	
Financial Statement Basics		6:00p- 8:30p	20th	
Sources of Funding		6:00p - 7:30p	21st	
Financial Projections		7:30p - 9:00p	21st	
Venture Capital/Equity Funding		9:00a - 11a		23rd
Fund Raising for Non-Profits - Basics		9:00a - noon	28th	
Fund Raising for Non-Profits - Events		9:00a - noon		
Grantwriting Prep Bootcamp		9:00a - noon		14th
NEW - Business Financial Literacy		11:30a - 1:00p	18th	
NEW - Business Credit		6:00 -7:30p		10th
DIGITAL PRESENCE & SOCIAL MEDIA :				
Developing your OnLine Presence				
	9:00a - noon			
Social Media 101: Unpaid sources of Soc. Med				
	9:00a - noon			
Social Media 102: Paid Sources of Soc. Med.				
	9:00a - noon			
NEW - Social Media & Online Mktg: Content Asset Creations Strategies				
	9:00a - noon			
NEW - Upgrade your Website for better business results				
	9:00a - noon			
eMail and CRM		9:00a - noon		2nd
Developing a Web Based Business		6:00p - 8:30p		
MANAGING YOUR BUSINESS:				
HR 101				
	9:00a - 11:00a	7th		
HR 102				
	9:00a - 11:00a	14th		
Legal Basics for Small Business				
	9:00a - noon			
NEW - Business Law and Related Tax Topics		9:00a - 10:30a		17th
Solopreneurship 101		1:00p-4:00p	20th	
NEW - Diverse Business Certification		12:00 p- 1:00p	15th	
Black History Month Event w SBA				
NEW - Celebrating Black Business Ownership		12:00p - 2:00p		

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