

## 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
<b><i>BASICS:</i></b>				
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
<b><i>MARKETING:</i></b>				
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
<b><i>FINANCE &amp; FUNDING:</i></b>				
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
<b><i>DIGITAL PRESENCE &amp; SOCIAL MEDIA :</i></b>				
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			
<b><i>MANAGING YOUR BUSINESS:</i></b>				
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		
<b><i>Black History Month Event w SBA</i></b>				
NEW - Celebrating Black Business Ownership				
	12:00p - 2:00p			

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