

# Upcoming Webinars – September 2021

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## **The Business Model Canvas PLUS - Develop Action Plans for Key Elements of Your Business Model Canvas**

**Tuesday, August 31, 2021 from 1pm to 2pm EDT**

The Business Model Canvas (BMC) is a one-page visual framework for planning, developing, and testing the business model(s) of an organization. While AN IMPORTANT strategic management tool, utilizing the BMC alone MAY NOT BE SUFFICIENT TO HELP you clearly identify areas of improvement, and develop the tangible steps crucial to the growth of your business.

**The Business Model Canvas PLUS** is a *unique* 21st Century business management tool that takes the 9 building blocks of the BMC further by identifying strategies to implement key areas of improvement, developing concrete action steps, and prioritizing them. Presented by the developers of the Business Model Canvas PLUS, Bob Kerwin and Joe Whitaker will guide you through the essential next steps of your business model planning so you can grow your company efficiently and profitably.

[https://readytalk.webcasts.com/starthere.jsp?ei=1482629&tp\\_key=f6688bd417&sti=scoreeventpage](https://readytalk.webcasts.com/starthere.jsp?ei=1482629&tp_key=f6688bd417&sti=scoreeventpage)

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## **Government Contracting: Overview**

**Wednesday, September 1, 2021 from 9am to 12pm EST**

Federal, State, and Local Government procurement is the largest target market in the world. The question is usually not “Does the government buy what you are selling?”...it is more “Can you be competitive enough and relentless enough to position your business to win government contracts?”. If you think you can be competitive, then government contracting may be a good growth opportunity for your business.

The “Government Contracting Overview” seminar, presented by the Florida PTAC at UCF in partnership with the Florida SBDC at UCF, is designed for established small business owners with some commercial momentum that are curious about government contracting, as well as business owners that may already be involved in government contracting.

This workshop will present government contracting in three components:

1. Positioning for Government Contracting
1. Developing Reactive Business Development Strategies
1. Developing Proactive Business Development Strategies

Specifically, we will discuss registration requirements, social-economic certification opportunities, market research tools, Florida PTAC's "Bid-Match" system, and what we refer to as the initial "Marketing Tool Kit" for government contractors.

<https://clients.floridasbdc.org/reg.aspx?mode=event&event=500410074>

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## **Financial Management**

**Wednesday, September 1, 2021 from 10am to 12pm EDT**

The financial management system for a small business includes both how you are financing it as well as how you manage the money in the business. This course will emphasize an understanding of the information contained in the income statement, balance sheet and cash flow statement in order to make better decisions and improve your financial results. It will also include tips on how to work with your accountant and/or financial advisor to improve both your financial understanding and your decision making process.

<https://clients.floridasbdc.org/reg.aspx?mode=event&event=520410012>

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## **Introduction to Facebook Advertising**

**Wednesday, September 8, 2021 from 11am to 12pm EDT**

Do you have a Facebook page for your business and think there's an opportunity to reach more customers by running ads? This introductory webinar will teach you the basics of what Facebook advertising looks like, how you get started, and how to track the success of your ads. No fee. Register at [www.sbdc.ufw.edu](http://www.sbdc.ufw.edu) under "Training & Events". Registration ends 24 hours prior to start time. A link for joining this no-cost webinar will be sent to those who register. Presented by: John Emsing, Business Consultant, Florida SBDC at UWF.

<https://clients.floridasbdc.org/reg.aspx?mode=event&event=10410107>

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## **How to Build Your Business Brand**

**Thursday, September 9, 2021 from 11am to 12pm EST**

How you display, interact, and showcase who and what your business is will go into building your brand image. Whether your company's goal is to portray professional and neutral, or your brand highlights personality and originality, branding is important to help connect with your target audience and build on that relationship. This no-cost webinar will go into the following topics: -What is branding? -Why does it matter? -How will it help my small business? -How can my business implement branding easily? Plus more!

<https://clients.floridasbdc.org/reg.aspx?mode=event&event=10410149>

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## **National Small Business Week – Virtual Summit**

**September 13-15, 2021 from 11am to 6pm EDT**

Join us September 13 – September 15, 2021, for the National Small Business Week Virtual Summit hosted by the U.S. Small Business Administration.

Attend this free, online event to learn new business strategies, meet other business owners, and chat with industry experts! This 3-day, action-packed event will include educational webinars, updates on resources for small businesses, and a networking chat room for business owners and aspiring entrepreneurs. "This year we'll be spotlighting the resilience of our nation's entrepreneurs and the renewal of our small business economy as we build back better from this once-in-a-generation economic crisis." - Administrator [Isabella Casillas Guzman](#)

[National Small Business Week Virtual Summit Registration \(onlinexperiences.com\)](https://www.onlinexperiences.com/national-small-business-week-virtual-summit)

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## **Accessing Capital: How to Prepare for an SBA Loan**

**Tuesday, September 14, 2021 from 10am to 11am EST**

Do you require financial assistance to start a business or expand an existing business? Securing small business loans can be challenging. In this webinar, we'll walk you through the financial forecast and loan budgets to prepare an SBA business loan. You'll come away from this webinar knowledgeable about whether you're ready to apply for financing right now and what steps you may need to take to help yourself get approved.

<https://clients.floridasbdc.org/reg.aspx?mode=event&event=500410107>

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## **Government Contracting Proposals: a Panel Discussion**

**Wednesday, September 15, 2021 from 1pm to 2:30pm EDT**

Writing a good proposal is critical to winning solicitations to help grow your business. This is an opportunity to understand the government contracting proposal process from multiple perspectives.

- Jenny Clark will begin with pricing strategies to win contracts and cashflow management for government contractors.
- Gary Beatovich will detail what government agencies are looking for in a proposal and what mistakes he has seen in his years of procurement experience.
- Juliet Fletcher will discuss how to write a great proposal and what should be included in a winning document.
- Ed Kinberg will finish with the compliance and law aspects of proposal development.

The panel will include ample time for questions and informal discussion. Don't miss this!

<https://clients.floridasbdc.org/reg.aspx?mode=event&event=500410101>

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## **Manage Your Cash Flow**

**Thursday, September 23, 2021 from 10am to 11am EDT**

Are you profitable, yet struggle month-to-month in managing your cash flow? This webinar will help business owners understand the difference between profitability and cash flow. Managing the timing of when money enters and exits a company is crucial to business survival and growth. After participating in this webinar, business owners will be better able to control the availability of cash in their business.

<https://clients.floridasbdc.org/reg.aspx?mode=event&event=810410077>

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## **Take Your Business to the Next Level Using Webinars, Podcasts, Live Streaming and Beyond**

**Tuesday, September 28, 2021 from 1pm to 2pm EDT**

Does Amazon still sell only books? Does Starbucks still sell only coffee? Then why are you still doing the same old thing? In this rapidly changing world, the time is ripe to take your business to the next level. And the good news is, it's not that hard to do! Steve Strauss, USA TODAY senior columnist and bestselling author, will show you the steps needed to boom your business, using a variety of powerful, affordable, yet easy-to-use digital tools.

Find out everything you need to know to:

- Build your brand, be seen as *the* expert, and sell more with your own podcast
- Reach thousands of new people with your own webinar (like this one!)
- Use video to build connections and capture people's attention
- Master Facebook Live and other similar streaming options
- And much more!

[https://readytalk.webcasts.com/starthere.jsp?ei=1484214&tp\\_key=da2919b08a&sti=scoreeventpage](https://readytalk.webcasts.com/starthere.jsp?ei=1484214&tp_key=da2919b08a&sti=scoreeventpage)

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Announcing **Ascent for Women** - A free online learning platform from the SBA for women interested in starting or growing their small businesses. Ascent is the first-of-its-kind online resource specifically designed to help the nearly 10 million American women entrepreneurs.

<https://ascent.sba.gov>



## Market Research

You have a great product or service, but who are your customers and how can you reach them? Take SBA's FREE online course for an overview of how to identify your customers and how to market to them.

[Launch the course](#)

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## How to Buy a Business

Are you thinking about buying a business? Take SBA's FREE online training for an overview of how to determine the value of a business and how to transfer ownership of a business.

[Launch the course](#)

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## How to Prepare a Loan Package

Are you thinking about securing a loan for your small business? Take SBA's FREE online training for an overview of how to prepare a loan package. [Launch the course](#)

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## *Blogs and Recorded Business Training Videos*

**SBA Learning Center** - <https://www.sba.gov/learning-center>

**Recorded webinars from SCORE** - <https://www.score.org/recorded-webinars>

**Training Videos from the Florida Small Business Development Center (SBDC) Network** - <http://floridasbdc.org/training-videos/>

**Sign up to get SBA E-Newsletter and updates** -  
<https://www.sba.gov/updates>