

2017 ON-TARGET WITH SCORE SEP, OCT, NOV, DEC SCHEDULE

Date: 3rd Wednesday of the month of Commerce Conference Room, 2000 S. Washington Ave, Titusville, Florida 32780
Time: 10:45 am – 12:00 pm. Lunch not provided
Location: Titusville Area Chamber of Commerce Conference Room, 2000 S. Washington Ave, Titusville, Florida 32780
Attendance: Open to member and non-members of the Chamber. Due to limited space, registration is required. Contact the Titusville Area Chamber of Commerce by calling Denny Watkins, Director of Member Services, Work: (321) 267-3036. Deadline to register is the Friday prior to the Wednesday Workshop.

<p>September 20, 2017 Wednesday</p>	<p>WHAT IS A MARKET PLAN? The real value of creating a market plan is to increase customers and revenues. Without marketing strategies, your business may offer the best products or services, but your potential customers aren't aware of your company. With the knowledge of your customer, and competition, you can make informed decisions and develop the strategies needed to develop a distinctive advantage. Marketing aspects effect all areas of your business, and is more than advertising, public relations, promotions or sales. It creates a strong Word-of-Mouth program. Do you really need a market plan? Now, you can find out. This workshop will give you a seven (7) step process to learn the what, why and how of market planning.</p> <p>PRESENTATOR: Micki Johnson, M.B.A., M.S.H.S.M. SCORE Small Business Mentor Owner, Innovative Resource Management</p>	<p>October 18, 2017 Wednesday</p>	<p>SCORE BUSINESS ROUNDTABLE: TOPIC: Shoestring Marketing: How to promote your business while using limited money. A team of successful, local, business entrepreneurs will discuss dozens of ways to grow your business without breaking the bank or your wallet. Through peer group discussion they will discuss shoestring marketing tips for squeezing the maximum from one's limited finances.</p> <ul style="list-style-type: none"> - Techniques used to promote their businesses with limited funds. - Experiences using shoestring marketing for creating potential sales - Time and effort versus the cost in overcoming marketing promotion obstacles <p>PRESENTATORS: TBA</p>	<p>November 15, 2017 Wednesday</p>	<p>PRACTICAL GRANT WRITING The workshop addresses both the practical and conceptual aspects that are important to writing successful grant proposals. Whether you're a professional grant writer, an executive director of a non-profit, or anyone who has been asked to write a grant, this class is for you. Here is what you'll learn:</p> <ul style="list-style-type: none"> - How to create a requirements document - How to create a working information Repository - How to construct a proposal - Types of grants - Budgets - Where to find grants. <p>PRESENTOR: Carol Wheatley SCORE Small Business Mentor</p>
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THERE WILL BE NO DECEMBER WORKSHOP DUE TO THE HOLIDAYS