

## **2017 ON-TARGET WITH SCORE** **MAY – JUN – JUL - & AUG SCHEDULE**

**Date:** 3<sup>rd</sup> Wednesday of the month

**Time:** 11:00 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.

DATE	PRESENTATION	SPEAKER	CONTACT INFORMATION
May 17, 2017	<b>Who is your customer?</b> Does your business have enough customers? Are you able to retain 80% of your customers? If the answer is “no” or “I don’t know” to both of these questions, this workshop is for you. It will help you create a customer relationship program that manages your interactions with current and potential future customers. You will learn how: 1) Analyze data about your customer’s history, 2) Improve your business relationship with them 3) Focus on customer retention and 4) Drive sales growth.	Micki Johnson, M.B.A., M.S.H.S.M. SCORE Small Business Mentor Owner of Innovative Resource Management	Home: (321)507-4137 (PREFERRED) Cellular: (954)494-3455, Email: mickij333@aol.com
June 21, 2017	<b>Understanding the importance of cost analysis for business stability and growth.</b> This workshop will cover the following topics: uses of cost analysis; improvement of profitability by controlling costs; understanding break even points, sensitivity analysis; investment analysis and analytics used by creditors.	George Koutsakous SCORE Small Business Mentor	Cellular: 626/437-8202 Email: gktrains@hotmail.com



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July 19, 2017	<p><b>Drive New Business with Social Media</b></p> <p>From understanding the 5 Top Social Media platforms, to choosing what to say and where to say it; this session will give you the keys to the most effective social media marketing for you and show you how to drive more new and repeat business for your organization. You don't have to be on every platform, and you don't have to make every post by yourself. Let us make social media easy and fun – join us!</p> <p>Thinkers, Start-ups, &amp; Established Businesses</p>	Richard & Cheri Martin Marketing and Social Media Strategists WCN Interactive, Inc.	Cellular: 321/446-2155 Email: rem@wcninteractive.com www.wcninteractive.com
August 16, 2017	<p><b>Speak UP! Your Business Needs You.</b></p> <p>You are the face of your business. It is crucial that you can confidently communicate with others to create the best possible brand. Nothing will help you develop the charisma you need more than becoming a dynamic speaker.</p> <ol style="list-style-type: none"> <li>1. Why does the fear exist? <ul style="list-style-type: none"> <li>➤ Fear, Anxiety &amp; Phobia Explained</li> <li>➤ Tips to Reduce Public Speaking Anxiety</li> <li>➤ Secret to Overcoming your Fear.</li> </ul> </li> <li>2. How can you become a dynamic speaker? <ul style="list-style-type: none"> <li>➤ Dynamic – What is dynamic speaker?</li> <li>➤ 8 Tips to Becoming a Dynamic Speaker</li> </ul> </li> </ol> <p>Thinkers, Start-ups, &amp; Established Businesses</p>	J.R. Steele, M.S. CEO, International Public Speaking Institute, Inc	Cellular: 954.592.4724 Email: jr@speechplan.com