

2018 ON-TARGET WITH SCORE MAY, JUNE, JULY AUGUST SCHEDULES

Date: 3rd Wednesday of the month
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 Chamber members and non-members, and profit and non-profit businesses. Contact the Titusville Area Chamber of Commerce at (321) 267-3036. Registration required two days prior to workshops

<p>May 16, 2018</p>	<p><u>What is a Market Plan?</u> Without marketing strategies, your business may offer the best products or services, but if your potential customers aren't aware of you, you will be financially limited. 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, by keeping your established customers loyal, and referring new customers to you.</p> <p>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>June 20, 2018</p> <p><u>Drive Traffic To Your Website With Strategies That Work!</u> You've launched your website, now what? Don't struggle to get site visitors – STRATEGIZE.</p> <p>In this presentation you will discover how to attract people from other sources - social media, search engines, email marketing - over to your website. The key is to strategically pull prospects in and provide them an opportunity to buy from you.</p> <p>If your site is ready, you will be ready! So, get ready to learn the key elements you must have to convert your site visitors and grow your business.</p>	<p>July 18, 2018</p> <p><u>Shoestring Marketing: How to promote your business while using limited money</u></p> <p>This workshop is presented by a team of successful, local, small business entrepreneurs. They 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 techniques that worked and did not work. The topics will apply to the selling of both a product and service, and include</p> <ol style="list-style-type: none"> 1) Techniques used to promote their businesses with limited funds. 2) Experiences using shoestring marketing for creating potential sales. 3) Time and effort versus the cost in overcoming marketing promotion obstacles. 4) Comprehensive listing of shoestring marketing ideas. <p>If your potential customers are not walking through your door, then you should be attending.</p>
<p>August 15, 2018</p>	<p style="text-align: center;"><u>Speak UP! Your Business Needs You.</u></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"> 1. Why does the fear exist? Fear, Anxiety & Phobia Explained Tips to Reduce Public Speaking Anxiety Secret to Overcoming your Fear. ➤ 2. How can you become a dynamic speaker? Dynamic – What is dynamic speaker? 8 Tips to Becoming a Dynamic Speaker 		

<p>May 10, 2018 10:30 am – 5:15 pm Space Coast Convention Center, Cocoa, FL.</p>	<p style="text-align: center;"><u>Space Coast SCORE</u> <u>4th Annual BizFest 2018 Expo for Entrepreneurs</u> <u>8 Marketing Growth Strategies for Business Success</u></p> <p>National Small Business Week is April 29th through May 5th. Join SCORE Space Coast Chapter 400 by saluting the men and women who own small businesses here in Brevard County in celebrating this national event. Our 4th annual “BizFest: 2018 Expo for Entrepreneurs,” will be held Thursday, May 10, 2018 at The Holiday Inn Express, Space Coast Convention Center in Cocoa Florida.</p> <p>This year’s theme will be Small Business Marketing, and is designed to equip local small business owners with successful marketing tool box. BizFest will be featuring Network Opportunities with fellow entrepreneurs and business leaders, SCORE Speed Counseling, Workshops on successful WEB sites, effective selling, developing a market plan, social medias strategies, customer recruitment and retention, networking, and shoestring marketing. Our Keynote Speaker is Shannon Gronich is known as the owner of a “Million Dollar Rolodex” and the Author of “MEDIA MAGIC: Instantly Get Radio, TV, Print, and Internet Press to Give you Limitless Publicity.” Shannon has successfully attained over \$3.1 MILLION DOLLARS in free publicity for her clients and written the book “Media Magic” in order to lead business entrepreneurs into generating their own publicity - for free!</p> <p>Details and registration are located at Spacecoast.score.org. Make sure to register early to ensure attendance.</p>
<p>June 27, 2018 10:00 am – 12:00 pm, SBDC Eastern Florida State College Campus, Melbourne, FL.</p>	<p style="text-align: center;"><u>Shoestring Marketing:</u> <u>How to promote your business while using limited money</u></p> <p>This workshop is presented by a team of successful, local, small business entrepreneurs. They 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 techniques that worked and did not work. The topics will apply to the selling of both a product and service, and include</p> <ol style="list-style-type: none"> 1) Techniques used to promote their businesses with limited funds. 2) Experiences using shoestring marketing for creating potential sales. 3) Time and effort versus the cost in overcoming marketing promotion obstacles. 4) Comprehensive listing of shoestring marketing ideas. <p>The workshop is designed to help you help yourself. You already know the “WHATS” and “WHYS,” now, it is time to learn the “HOWS” Just think, all you will spend is time.</p>