

Register: Northwestern University workshop for small business leaders November 12th & 13th

Are you a minority or women small business leader, or do you own a small business in the Chicagoland area?

Are you interested in gaining additional skills and learning more about how Northwestern University makes procurement decisions?

Northwestern University is committed to strengthening businesses and impacting the community by fostering job opportunities and contributing to a vibrant local economy. We aspire to impact the Evanston, Chicago, women, and minority owned business ecosystem through this workshop which will provide education on doing business with Northwestern University, and sessions on legal and business issues that owners are facing today.

Please register separately for each of these free virtual sessions

Thursday November 12th

10:30 am – 11:30 am Negotiation for Underdogs: Strategies for BIPOC & Women Entrepreneurs [Register](#)
Noon – 1:00 pm Brand Protection and Trademark Law [Register](#)

Friday November 13th

9:00 am – 9:45 am Introduction to doing Business with Northwestern University [Register](#)
10:00 am – 11:30 am Marketing Strategy Essentials for Small & Medium Businesses [Register](#)



Esther Barron; Director, Donald Pritzker Entrepreneurship Law Center



Kevin McTigue; Clinical Associate Professor, Marketing



Nicholas A. Pearce; Clinical Professor, Management & Organizations



Juan B. Teague; Founder, Juan & Only



Jim Bray; Director, Corporate Engagement



Dave Davis; Executive Director, Neighborhood and Community Relations



Jim Konrad; Executive Director, Procurement & Payment Services

We look forward to your attendance and involvement in this workshop.

Corporate Engagement, Kellogg School of Management, Pritzker School of Law, & Procurement and Payment Services at Northwestern University
With thanks to our sponsor: **JPMorgan Chase – Ascend Business Growth**