2020 Business Education Series

SBDC Wisconsin | University of Wisconsin Stevens Point | UW University of Wisconsin System | Powered by SBA U.S. Small Business Administration | America's SBDC Accredited Member

Classes are No Cost

The Small Business Development Center (SBDC) is funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the SBDC at UW-Stevens Point at 715-346-3838.

Location

Heart of Wisconsin Chamber of Commerce
1120 Lincoln Street
Wisconsin Rapids, WI 54494

In Partnership with:

70 Years Heart of Wisconsin Chamber of Commerce



Managing Your Online Presence

DATE: January 8 **TIME: 8 - 9:30 a.m.**

With the ever changing internet landscape and increased competition, learn tips and techniques on how to effectively use your time and resources to manage your online business presence. Platforms discussed will include website, Google search, Facebook, and LinkedIn.

REGISTER: http://bit.ly/BES20-WR1



Choosing the Right Small Business Accounting Software

DATE: April 22 **TIME: 8 - 9:30 a.m.**

Learn the differences between the various accounting packages as well as differences in versions within each platform. Make accounting software decisions based on the proper fit and use of products as they pertain to your particular business.

REGISTER: http://bit.ly/BES20-WR2



How to Understand Your Market and Advertise to Them on a Budget

DATE: August 19 **TIME: 8 - 9:30 a.m.**

Utilize market analysis tools to narrow down on your target market and create customer avatars. Learn how to use the avatars and target market information to use your advertising dollars effectively.

REGISTER: http://bit.ly/BES20-WR3



Using Your Business Plan to Run Your Business

DATE: November 18 **TIME: 8 - 9:30 a.m.**

Most business plans are written to secure loans or attract investment capital and are never looked at again. Learn how to use your business plan as a roadmap to run your company with a more cohesive vision by improving marketing, sales, operations, and financial viability to increase your chance for success.

REGISTER: http://bit.ly/BES20-WR4