

Local Business CONNECT

Bringing Oakland County's most popular small business topics from the *One Stop Shop* to a community near you.

Hear Firsthand About the Local Business Support and Resources Available to You

Oakland County is transforming the way we provide support and resources to local business owners. We are "going on the road" and coming to a community near you:

JULY 13 (8:00-10:30 a.m.)

Oak Park City Hall Campus
14300 Oak Park Blvd.
Oak Park, MI 48237

JULY 14 (8:00-10:30 a.m.)

Embassy Suites by Hilton
850 Tower Dr.
Troy, MI 48098

JULY 15 (8:00-10:30 a.m.)

Baker's of Milford Restaurant
2025 S Milford Rd.
Milford, MI 48381

JULY 20 (8:00-10:30 a.m.)

Strand Theater
12 N Saginaw St.
Pontiac, MI 48342

JULY 21 (8:00-10:30 a.m.)

Old Town Hall
486 Mill St.
Ortonville, MI 48462

JULY 22 (8:00-10:30 a.m.)

United Methodist Church
140 E Flint St.
Lake Orion, MI 48362

JULY 28 (8:00-10:30 a.m.)

Salvation Army
27500 Shiawassee Rd.
Farmington Hills, MI 48336

Questions? Contact:

Erick Phillips, *Oakland County*
– Local Business Development:
phillipse@oakgov.com

REGISTER TODAY:

[AdvantageOakland.EventBrite.com](https://www.advantageoakland.com/eventbrite)

Cost: *FREE* | Registration Requested | Limited space, estimated 50-person capacity at each venue | Beverages and Light Snacks Provided

PARTNERS

P I T C H
B L A C K



Agenda



7:30 a.m. **Doors Open**

8:00 a.m. **Welcome**

- Oakland County Leadership
- Local Hosts

8:10 a.m. **Introduction of Valuable Small Business Contacts**

- Workforce Development Representative
- Economic Development Representative
- Other Small Business Support Organizations Representatives

8:15 a.m. **Session 1: Financial Management**

Presenter: Michigan Small Business Development Center Representative
Topics include some quick tips on planning and budgeting, important reasons to have a 3-month detailed budget along with a 5-year target and examples of financial analysis for marketing and pricing and their impact on your bottom line.

8:45 a.m. **Session 2: A Short, Action-Oriented Business Plan**

Presenter: Michigan Small Business Development Center Representative
Topics include re-visiting your business plan to see if some new action steps are needed as you emerge from the pandemic, including a look at customer messaging and changes to operations.

9:15 a.m. **Session 3: Maximizing Your Online Presence**

Presenter: Pitch Black
Topics include welcoming back past customers and attracting new customers, properly listing your business online, growing location-based searches and optimizing your digital marketing channels.

9:45 a.m. **Q&A**

10:00 a.m. **Networking: Local Business Advisors, Information and Resources**

10:30 a.m. **Close**

Questions? Contact: Erick Phillips,
Oakland County – Local Business Development
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