

Upcoming Webinars – October 2020

Overview of SBA Programs and Services

Tuesday, September 29, 2020 from 11am to 12 Noon EST

This webinar covers programs and services the Small Business Administration (SBA) in partnership with the Tampa Women's Business Centre has to offer to help you start and grow your business.

Although the SBA is usually associated with loans, this overview will run through the SBA Loan Programs as well as our other programs and services including Counseling, Export Assistance, Government Contracting, Surety Bonds, Disaster Assistance, and Advocacy Services.

<https://www.eventbrite.com/e/overview-of-sba-programs-and-services-tickets-103745668086>

[Marketing To Your Target Market and Research Tools](#)

Thursday, October 1, 2020 from 5:30pm to 7:30pm EST

This free webinar takes your customers on the journey from awareness to purchase by maximizing the impact of the 7 Ps of marketing. You will discover the true potential of your company's success in your local market and easily explain why you are better than the competition by creating a Unique Selling Proposition (USP). You will also discover why customers really want to buy your product or service. Make your company stand out from the competition with branding. Click [here](#) for more information and to register.

<http://events.r20.constantcontact.com/register/event?llr=kwnwarcab&oeidk=a07ehaoggw9cd6eb181>

Building the Ultimate Business Plan

Tuesday, October 6, 2020 from 10am to 11am EST

Business planning is the foundation to starting a new venture, raising funds, or growing your existing business. It serves as an important roadmap for your business. Receive the basic tools necessary to complete a practical business plan in this seminar, including how to conduct the research necessary to make decisions and develop financial projections.

<https://register.gotowebinar.com/register/5663558415622540048>

[Government Contracting: Overview](#)

Wednesday, October 7, 2020 from 9am to 10am EST

Federal, State, and Local Government procurement is the largest target market in the world. The question is usually not "Does the government buy what you are selling?"...it is more "Can you be competitive enough and relentless enough to position your business to win government contracts?". If you think you can be competitive, then government contracting may be a good growth opportunity for your business. The "Government Contracting Overview" seminar, presented by the Florida PTAC at UCF in partnership with the Florida SBDC at UCF, is designed for established small business owners with some commercial momentum that are curious about government

contracting, as well as business owners that may already be involved in government contracting. The workshop is based on a 6-step framework that helps newer contractors understand the process and helps more experienced contractors identify opportunities to 'backfill' best practices in their efforts. The six steps that will be discussed are: • Evaluate : Is Your Business Ready? • Register: SAM, State, County, City, Primes • Plan: Your Government Contracting Marketing Plan • Prepare: Marketing Tool Kit • Pursue: Reactive and Proactive Strategies • Achieve: Contract

<https://clients.floridasbdc.org/reg.aspx?mode=event&event=500390120>

[Technology and Cybersecurity for Small Businesses: How to do business safely online](#)

Wednesday, October 7, 2020 from 5:30pm to 7:00pm EST

As a business owner, you may need some guidance on how to organize your IT activities so you can attend to your business and have predictability, reliability, and certainty. This free webinar will help you realize the risks and the value of using technology for your business. It will enable you to make smarter decisions about using technology and think critically and strategically when using it. Take steps toward mitigating the risk of falling victim to cyber attacks by clicking [here](#) for more information and to register.

<http://events.r20.constantcontact.com/register/event?llr=kwnwarcab&oeidk=a07eha5i7lm3317715f>

Cash Flow vs. Profitability

Thursday, October 8, 2020 from 10am to 11am EST

Understanding the difference between cash flow and profitability can prevent the number one reason businesses fail - insolvency . Learn how to use each of them to manage your business more effectively in this one-hour seminar, presented by expert Brad Owens, a former commercial lender.

<https://register.gotowebinar.com/register/4626932255885610256>

Social Media Strategies

Thursday, October 8, 2020 from 11am to 1pm EST

It's time to go beyond simply posting updates and images to your business' social media. In this workshop we will show you how to use the tools provided by Facebook, Twitter, Pinterest, Instagram and LinkedIn to help you reach your target audience. We'll point out hidden features that can support your social media strategy and make it easier to increase brand awareness and drive sales.

<https://ic.eshcfl.org/reg.aspx?mode=event&event=675400131>

Women-Owned Startups in Rural America - Learn About Useful Tools

& Resources

Wednesday, October 14, 2020 from 1pm to 2pm EST

80% of rural small business owners believe the quality of life and cost of living are much better in rural areas, BUT they cite challenges.

Join this LIVE Q&A session where the National Women's Business Council (NWBC), USDA and SCORE will dedicate the full hour to answering your questions on the top challenges rural startups face and the most effective resources and programming to help your business thrive.

This lively discussion will delve into the available training and resources for women business owners and entrepreneurs in rural America.

The expert panelists include: NWBC Council Member Barbara Kniff-McCulla, owner and CEO of KLK Construction, CEO of SCORE Bridget Weston, and a special guest from the USDA.

You can submit your questions during registration and during the LIVE webinar.

https://readytalk.webcasts.com/starthere.jsp?ei=1365452&tp_key=bd77adb685&sti=scoreeventpage

[Effective Digital Marketing Channels for Small Businesses](#)

Thursday, October 15, 2020 from 5:30pm to 7:30pm EST

This free webinar addresses the Channels box in the Business Model Canvas and is a continuation of the Marketing to Your Target Market webinar. It identifies the different Digital Marketing Channels available to you and what are the most important channels for your business. We will show you why having a Unique Selling Proposition (USP) is so important for Digital Marketing and provide you with the key elements to a successful Digital Marketing strategy. Click [here](#) for more information and to register.

<http://events.r20.constantcontact.com/register/event?llr=kwnwarcab&oeidk=a07ehb1pjp140c342a>

[SEO for Non-Techies & Small Businesses](#)

Thursday, October 22, 2020 from 5:30pm to 7:30pm EST

This free webinar will teach you what SEO or Search Engine Optimization is. We will walk you through the process of creating a keyword driven content strategy. Explain what a long tail Keyword is, and what On-Page and Off- Page optimization are. You will also learn how to get build backlinks to your website and how to avoid black-hat optimization. Attending the Effective Digital Marketing Channels for Small Businesses webinar first is highly recommended. Click [here](#) for more information and to register.

<http://events.r20.constantcontact.com/register/event?llr=kwnwarcab&oeidk=a07ehb1y8bsb3e4968c>

Financial Management for Small Business

Wednesday, October 28, 2020 from 11am to 12:30pm EST

The Financial Management for a Small Business module will take you on an important first step to building a better financial future for your business.

After completing this training, you will be able to:

- Explain the concept of financial management and why it is important to a small business.
- Identify financial management practices, rules, and tools that are commonly available to a small business.
- Explain the most common financial statements.
- Explain how these financial management practices, rules, and tools work.
- Explain financial management basics for a small business.
- Importance of cash flow management.
- Explain the basics of financing for start-up and growing businesses.

<https://www.eventbrite.com/e/webinar-financial-management-for-small-business-tickets-122385272645>

NEW – SCORE Small Business Resilience Resource Portal

<https://www.score.org/recovery/small-business-resilience-resource-portal>



Market Research

You have a great product or service, but who are your customers and how can you reach them? Take SBA's FREE online course for an overview of how to identify your customers and how to market to them.

[Launch the course](#)



How to Buy a Business

Are you thinking about buying a business? Take SBA's FREE online training for an overview of how to determine the value of a business and how to transfer ownership of a business.

[Launch the course](#)



How to Prepare a Loan Package

Are you thinking about securing a loan for your small business? Take SBA's FREE online training for an overview of how to prepare a loan package. [Launch the course](#)

Blogs and Recorded Business Training Videos

SBA Learning Center - <https://www.sba.gov/learning-center>

Recorded webinars from SCORE - <https://www.score.org/recorded-webinars>

Training Videos from the Florida Small Business Development Center (SBDC) Network - <http://floridasbdc.org/training-videos/>

Sign up to get SBA E-Newsletter and updates -

<https://www.sba.gov/updates>

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