

# Business Development Workshops

## APRIL - MAY 2011 WORKSHOP SCHEDULE

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### APRIL

#### **NETWORKING WEDNESDAYS – DEVELOPING YOUR ELEVATOR PITCH**

Wednesday, April 6, 2011 9:00 a.m. – 11:00 a.m.

FREE TO ALL

Presented by Interise

Networking is a key ingredient to a successful business. Stop by to develop and practice your elevator pitch and net work with fellow business owners. Bring your business cards!

#### **ADVANCED RETAIL MARKETING BEST PRACTICES - ADVANCED LEARNING FOR EXPERIENCED RETAILERS**

Wednesday, April 27, 2010 8:30 a.m. - 11:30 a.m.

Presented by NELSON, a consultant team with specialists in retail management, interior design and marketing. Available free of charge for Cambridge retailers who have previously completed the Best Retail Practices Program, Parts I and II; \$20 for others.

The retail environment is always in flux dependent on fashion, the economy, and a shifting competitive climate. This 3-hour workshop, presented by marketing, communications and customer experience experts, will focus on developing a clear marketing strategy for your business using the latest communications tools and tactics and will conduct in-class constructive critiques of your real world marketing practices, helping you take your business to the next level. Pre-registration is required.

### MAY

#### **UNDERSTANDING YOUR FINANCIAL STATEMENTS**

Tuesday, May 10, 2011 8:30 a.m. – 10:30 a.m.

Presented by the Center for Women and Enterprise, Free for eligible Cambridge residents and business owners, \$20 for others

This workshop is for those who want a thorough explanation about the basics of financial statements. The workshop will describe, in detail, each of the different financial statements to give you the tools necessary to further develop your accounting skills in order to better understand how your business works. In this workshop, participants will learn the basics of accounting, descriptions of the statement of cash flows, income statement and balance sheet and more.

#### **MAKING YOUR BUSINESS MORE PROFITABLE - FINANCIAL DECISION MAKING**

Wednesday, May 18, 2011 8:30 a.m. – 10:30 a.m.

Presented by the Center for Women and Enterprise, Free for eligible Cambridge residents and business owners, \$20 for others

This workshop will explain how entrepreneurs and business owners can use their financial statements as a decision making tool in running their company. The workshop is best suited for those business owners who already possess a basic understanding of financial statements and their composition.

## MORE INFORMATION

### WORKSHOP LOCATIONS

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**UNLESS OTHERWISE NOTED IN WORKSHOP DESCRIPTION - Workshops will be held at:**  
Cambridge City Hall Annex, 344 Broadway, 2nd floor Community Room, Cambridge

### REGISTRATION & FEE INFORMATION

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**All workshops are FREE for income eligible Cambridge participants unless otherwise noted.**

Non income-eligible participants may pay a small fee per workshop upon attendance.

**To pre-register and determine your eligibility status,** please call **Rona Holmes at 617-349-4637** or **Pardis Saffari at 617-349-4654.**

**To learn more about the City of Cambridge's business development workshops, visit:**  
<http://www.cambridgema.gov/business>.

## SPONSORED BY

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