

Business Development Workshops

JANUARY - MARCH 2011 WORKSHOP SCHEDULE

JANUARY

NETWORKING WEDNESDAYS – SPECIAL EVENT PLANNING

Wednesday, January 5, 2011 9:00 a.m. – 11:00 a.m.

FREE TO ALL

Presented by the City of Cambridge, Public Works Department

Interested hosting a block party or having a special event for your business? This workshop will cover the application process to hold a special event, permits and regulations for special events, event planning recommendations and resources for promoting your special event.

FEBRUARY

NETWORKING WEDNESDAYS – SIDEWALKS THAT SELL

Wednesday, February 2, 2011 9:00 a.m. – 11:00 a.m.

FREE TO ALL

Presented by the City of Cambridge

Sandwich boards, sidewalk sales and outdoor café space are just a few ways to use the sidewalk to help promote and grow your business. Come learn the step-by-step permitting and licensing process to use the sidewalk in front of your store.

BEST RESTAURANT MANAGEMENT PRACTICES - ADVANCED LEARNING FOR EXPERIENCED RESTAURATEURS

Wednesday, February 9, 2011 8:30 a.m.-11:30 a.m.

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

Your restaurant is off and running, surviving the industry's otherwise high failure rate. This 3-hour workshop, presented by a seasoned restaurateur and is designed to help you move from "surviving-to-thriving." You'll hear solutions to the common challenges of managing inventory, staffing, purchasing, interior design and marketing. Pre-registration is required.

ADVANCED QUICKBOOKS

Wednesdays, February 9-March 2, 2011 9:00 a.m. – 11:00 a.m.

Location: Center for Women and Enterprise Offices, 24 School Street, 7th floor, Boston, MA

Presented by the Center for Women and Enterprise, free to eligible Cambridge residents and business owners, \$100 for others

This advanced-level course is designed for the existing business owners who already possess a working knowledge of the software. QuickBooks can be used to better understand a business' financial health and as a financial decision making tool. Course topics include tracking inventory, calculating financial projections and track strategic decisions such as changes in pricing. Computers will be provided but participants are encouraged to bring their own, with QuickBooks software.

MARCH

NETWORKING WEDNESDAYS – RESTAURANT START UP ASSISTANCE

Wednesday, March 2, 2011 9:00 a.m. – 11:00 a.m.

FREE TO ALL

Presented by the City of Cambridge

Thinking about opening a restaurant? Learn about the steps to starting a food service business from city departments.

E-COMMERCE – BUILDING A WEB PRESENCE

Thursday, March 3, 2011 2:00 p.m. – 4:30 p.m.

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

This workshop will provide an introductory overview to the world of online selling to internet-based businesses or storefront business interested in expanding to the web. Topics include approaches to selling online, what to look for in a shopping cart, how to organize your online store, tracking store performance and order logistics.

BUSINESS DEMOGRAPHICS WORKSHOP

Tuesday, March 15, 2011 9:30 a.m. – 11:00 a.m.

FREE TO ALL

Presented by the City of Cambridge

Understanding your market and customer base is a key ingredient at every stage of your business. City staff will give an overview of the Cambridge population and commercial districts.

INCREASING TRAFFIC TO YOUR WEBSITE

Tuesday, March 29, 2011 2:00 p.m. – 4:30 p.m.

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

Search engines are one of the primary tools that people use to find information on the internet. Come to this workshop to improve your visibility of your website on search engines. Topics include ways to help improve the chances of your website being found, learning what keywords to use to get a higher search position, strategies for building links and more.

MORE INFORMATION

WORKSHOP LOCATIONS

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

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>.

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