

Business Development Workshops

SEPTEMBER - DECEMBER 2009 WORKSHOP SCHEDULE

SEPTEMBER

CAMBRIDGE BUSINESS ASSISTANCE INFO SESSION

Wednesday, September 16, 2009 8:30am-9:30am

FREE TO ALL

The City offers a variety of programs for residents and business owners interested in starting or growing their small business. Learn about future workshops and commercial programs available.

USING SOCIAL MEDIA MARKETING TO GROW YOUR BUSINESS

Wednesday, September 30, 2009 8:00am-10:00am

FREE TO ALL

Presented by Clearly Creative

This introduction to social media (Twitter, Facebook, blogs) will provide an overview of social media, a look at some of the best sites, tools that are at your disposal and important pitfalls to avoid. Each participant is invited to bring a laptop for the workshop portion of the session, where experts will help you form your online profile on the social media sites of your choosing.

OCTOBER

INTRODUCTION TO QUICKBOOKS

Wednesdays, October 7- 28, 2009 9:00am – 11:00am

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

Learn how to set up and maintain a bookkeeping system, enter invoices, pay bills and reconcile bank statements using QuickBooks software. Participants will also gain an understanding of basic financial statements and terms. Computers will be provided but participants are encouraged to bring their own, with QuickBooks software.

FREE TO ELIGIBLE CAMBRIDGE RESIDENTS AND BUSINESS OWNERS, \$100 FOR OTHERS

HOW TO GREEN YOUR SMALL BUSINESS

Thursday, October 8, 2009 8:30am - 10:00am

FREE TO ALL

Presented by the City of Cambridge, Cambridge Energy Alliance, Prism and Cambridge Local First

Green is the new buzz word! Learn tips on greening your business and opportunities that the Cambridge Energy Alliance (CEA) and other local organizations can provide to help you save energy, water, and money.

SOMWBA INFORMATION SESSION

Wednesday, October 14, 2009 10:00am-12:00pm

FREE TO ALL

Presented by the State Office of Women and Minority Business Assistance

This free Certification Information Session by the State Office of Minority and Women Business Assistance (SOMWBA) will present the requirements for state certification of minority (MBE) and the woman business enterprises (WBE). Contact the State Office of Minority and Women Business Assistance at (617) 973-8692 or register at:

http://www.somwba.state.ma.us/WorkShop/xss_main.aspx?workshopid=1

STEPS TO STARTING YOUR OWN BUSINESS

Thursday, October 15, 2009 6:00pm-8:00pm

Location: City Hall Annex, 344 Broadway, 4th Floor Conference Room, Cambridge, MA

Presented by the Center for Women & Enterprise

Interested in starting a business? Explore the risks and rewards of entrepreneurship and discuss industry trends, market research, business operations, and much more. Leave with tips and tools to get started quickly.

FREE FOR ELIGIBLE CAMBRIDGE RESIDENTS AND ENTREPRENEURS, \$20 FOR OTHERS

OCTOBER CONTINUED

MARKETING 101 WORKSHOP

Tuesday, October 27, 2009 8:30am-10:30am

Presented by the Center for Women & Enterprise

Marketing is a key ingredient to the success of your business. Topics include how to develop marketing strategies, conduct research, branding and public relations. A portion of the class will highlight e-marketing. FREE FOR ELIGIBLE CAMBRIDGE RESIDENTS AND BUSINESSES, \$20 FOR OTHERS

MASSACHUSETTS DEPARTMENT OF REVENUE'S SMALL BUSINESS TAX WORKSHOP

Wednesday, October 28, 2009 10:00am-12:00pm

FREE TO ALL

Presented by Massachusetts Department of Revenue

This workshop is designed for the tax novice. Topics include registering your business with the DOR, meeting employer responsibilities, reporting business income, filing sales and use tax returns, sales tax responsibilities and more. Contact the Department of Revenue at (617) 877-5660 or register at: <http://dorapps.dor.state.ma.us/SmallBWR/upcome/home.asp>.

NOVEMBER

RECORD KEEPING FOR SMALL BUSINESS

Tuesday, November 17, 2009 8:30am-10:30am

Presented by the Center for Women & Enterprise

Learn about what type of records should be kept, strategies for separating business and personal records, accounting definitions and understanding bookkeeping and accounting systems. FREE FOR ELIGIBLE CAMBRIDGE RESIDENTS AND BUSINESSES, \$20 FOR OTHERS

DECEMBER

REAL ESTATE AND LEASE NEGOTIATIONS

Wednesday, December 2, 2009 10:00am-12:00pm

Presented by the Center for Women & Enterprise

Attorneys will discuss real estate issues that small businesses face such as rent negotiations, lease renewals and other agreements. FREE FOR ELIGIBLE CAMBRIDGE RESIDENTS AND BUSINESSES, \$20 FOR OTHERS

ONGOING

ONE ON ONE COUNSELING SESSIONS

Offered by the Center for Women and Enterprise

Participants may schedule one hour appointments to address their specific business concerns with experienced consultants. Consultants are available with expertise in business incorporation, bank financing and other issues. To schedule an appointment, please call 617-349-4637. FREE FOR ELIGIBLE PARTICIPANTS, \$75 PER SESSION FOR OTHERS

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/cdd/ed/>.

SPONSORED BY

CITY OF CAMBRIDGE Community Development Department, Economic Development Division
