

CITY OF FORT LAUDERDALE

FREE BUSINESS EDUCATION SEMINAR



BUSINESS MARKETING & BRANDING **JUNE 6, 2012 • 6:00-8:00 PM**

WAR MEMORIAL AUDITORIUM
800 NE 8TH STREET | Fort Lauderdale, FL 33304

Topics to be covered include:

- What Marketing Is
- How Marketing Differs From Sales
- Common Marketing Mistakes Made By Small Business Owners And How To Fix Them
 - Not identifying an appropriate target audience
 - Not understanding branding
 - Not researching the competition
 - Not pricing appropriately
 - Not communicating benefits
 - Not using a call to action and measuring results

Seminar facilitator, Nancy Leve, Virtual Fundamentals and New Business Development Manager Florida Women's Business Center, will help you uncover your marketing potential and lead you down the road to branding success!

For details: Call 954.828.4752 or email businesseducation@fortlauderdale.gov

To request this publication in an alternate format or for special assistance at the event, please call (954) 828-4755 or email webmaster@fortlauderdale.gov

SEMINAR TOPICS AND SCHEDULE

SEPTEMBER 2011 – JUNE 2012

GRANT WRITING AND GRANT OPPORTUNITIES

SPEAKER: Gregory Burton, TNG Associates

DATE: October 5, 2011

TIME: 6:00 PM – 8:00 PM

LOCATION: War Memorial Auditorium, 800 NE 8th Street

CREATING A WINNING BUSINESS PLAN

SPEAKER: Rafael Cruz, Florida Small Business Development Center

DATE: November 9, 2011

TIME: 6:00 PM – 8:00 PM

LOCATION: Holiday Park Social Center,
1150 G. Harold Martin Drive

CREDIT AND ENTREPRENEURS

SPEAKERS:

Bill Plough, Consolidated Credit Counseling Services

Serge Mallat, Mass Mutual/DBS Financial

DATE: December 7, 2011

TIME: 6:00 PM – 8:00 PM

LOCATION: War Memorial Auditorium, 800 NE 8th Street

BUSINESS FINANCING

SPEAKERS:

Brenda Hartley, Bank United

Cheryl D. Cook, South Florida Regional Planning Council

Cornell Crews, Partners For Self-Employment

Nadine Hankerson, Metro Broward

Fabiana Estrada, Accion USA

DATE: January 11, 2012

TIME: 6:00 PM – 8:00 PM

LOCATION: Holiday Park Social Center,
1150 G. Harold Martin Drive

WEBSITE DESIGN AND MARKETING

SPEAKERS:

Ike Anderson and team, Upstart Internet Services

DATE: February 8, 2012

TIME: 6:00 PM – 8:00 PM

LOCATION: Carter Park, 1450 W. Sunrise Boulevard

BUSINESS ACCOUNTING

SPEAKER: Eric Yankwitt, Law Offices of Eric Yankwitt

DATE: March 7, 2012

TIME: 6:00 PM – 8:00 PM

LOCATION: Holiday Park Social Center,
1150 G. Harold Martin Drive

DOING BUSINESS WITH BROWARD COUNTY AND CITY OF FORT LAUDERDALE

SPEAKERS:

Jeff Smith, Broward County Office of Economic
and Small Business Development

Kirk Buffington, City of Fort Lauderdale

Susan Batchelder & Skip Margerum, City of Fort Lauderdale

Alfred Battle & Angela Brewton, City of Fort Lauderdale

DATE: April 11, 2012

TIME: 6:00 PM – 8:00 PM

LOCATION: War Memorial Auditorium, 800 NE 8th Street

BUSINESS COUNSELING: "TO BE OR NOT TO BE INCORPORATED."

SPEAKER: Eric Yankwitt, Law Offices of Eric Yankwitt

DATE: May 9, 2012

TIME: 6:00 PM – 8:00 PM

LOCATION: Carter Park, 1450 W. Sunrise Boulevard

MARKETING & BRANDING YOUR BUSINESS

SPEAKER: Nancy Leve, Virtual Fundamentals and New Business
Development Manager Florida Women's Business Center

DATE: June 6, 2012

TIME: 6:00 PM – 8:00 PM

LOCATION: War Memorial Auditorium, 800 NE 8th Street

To register or receive up-to-date information regarding the business education seminars, email your name, phone number and email address to: businesseducation@fortlauderdale.gov



To request this publication in an alternate format or for special assistance at the event, please call (954) 828-4755 or email webmaster@fortlauderdale.gov