

GET FUNDED. GET MARKETING. GET GROWING!



A Celebration of Small Business Week

May 2nd, 1:00 pm – 4:00 pm
W. Sahara Library, 9600 W. Sahara Avenue, Las Vegas, NV 89117

AGENDA

12:30 am – 1:00 0m - Registration and Expo

Network with a variety of greater Las Vegas organizations including Small Business Administration (SBA), SCORE Las Vegas, Women's Business Center, Constant Contact, Performance Intermedia, Nevada Department of Business and Industry, Vegas PBS, Women's Business Enterprise Council – West, Latin Chamber of Commerce, Nevada State Development Corporation, Nevada Governor's Office of Economic Development, Nevada Small Business Development Center (NSBDC) and Urban Chamber of Commerce and learn about resources available to support your small business.

Light snacks and bottled water will be available.

1:00 – 2:00 – Seminar Session 1

- Business Funding and Value Proposition – Do you want to get funding for your business now or in the future? In this session, you will learn what you need to prepare, and how you need to prepare in order to give yourself the best chance of success for your funding request.
Presenter: Robert Selander, Nevada Women's Business Center
- Power of the Inbox: What is the first impression you give when they see you in their email inbox? And when they see you there, what do they do? This powerful seminar takes you step-by- step through the keys to effective email marketing:
 - What it really is (and isn't)
 - What it can do for your business
 - And the five easy steps you must take to harness the power of the inbox!
 - Grow a healthy list
 - Create great content
 - Customize a beautiful, mobile-friendly template that matches your brand\How to get your emails opened
 - Tracking ResultsPresenter: David Mayne, Performance Intermedia LLC

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- Your LinkedIn Profile May Be Hurting You: Do you know how much business you may be losing because you do not have a completed, current, optimized profile on LinkedIn? That is your “resume online” and it is where people are going to “check you out”. LinkedIn has recently changed their entire format. Do you know how to make the most of it? Join us for this essential LinkedIn workshop and learn how to make your profile stand out from the crowd. You will leave knowing how to optimize each section of the profile to help you come up in search and impress those who see your LinkedIn profile.
Presenter: Debbie Harris, Performance Intermedia LLC

2:00 – 2:15 – Break

2:15 – 3:00 – Seminar Session 2

- A Business Loan: Where Is The Money?: Startup or already operating business loans are available all over Clark County and from many sources nationwide. Get the information on banks, agencies with government funding and many other organizations specializing in small business lending.
Presenter: Bob Cushman, Certified SCORE Las Vegas Mentor
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Presenter: Debbie Harris, Performance Intermedia LLC

3:00 – 3:15 – Break

3:15 – 4:00 – Seminar Session 3

- NETWORKING: Without Follow Up, It's Just a Party – Many business organizations provide outstanding events to celebrate and network with fellow business community members. Ask Yourself ...
 - How do you meet new people, and what does your conversation look like?
 - Who's doing the talking and who's listening?
 - Who stays inside their circle of established acquaintances, and who reaches out to those unknown?
 - How do you follow up after a networking event?

Learn tactics and tips for optimizing your networking skills and making the most of your interactions with others.

Presenter: Kathy Carrico, Nevada SBDC, Training Director

- Digital Marketing Trends in 2017 For Small Businesses and Non-Profits: Digital marketing is changing thanks to widespread ownership of smartphones, ever-increasing data and video streaming, combined with a cultural desire for digestible and personalized content. Do you know which trends will impact YOUR organization in 2017? How can you jump on some of these trends to get an edge on your competition? You're about to find out...

By the end of this session, you'll have a cutting edge on:

- Marketing Automation
- Content Marketing
- Video
- Mobile
- Big Data

Join us as we explore the top trends in digital marketing that we believe small businesses should be paying attention to in 2017. We'll explore each trend and provide some simple ideas for incorporating them into your overall marketing strategy.

Presenter: David Mayne, Performance Intermedia LLC

4:00 – 4:30 - Expo Networking