

If you would like to submit information regarding any resources or upcoming events hosted by your organization, please click [here](#).

Small Business Resources & Upcoming Events

(Last Updated 5/9/24)

Got Connections? – Cohesive Marketing Using Website, Social Media and Email

Date: Thursday, May 9th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/got-connections-cohesive-marketing-using-website-social-media-and-email-1>

Details: This webinar will provide you with the information to enable you to put together a cohesive online marketing strategy for your business.

Cost: Free

Speakers: Rob Stutzman, Boston SCORE Subject Matter Expert

SEO or SOS?: Optimizing Your Search Engines

Date: Thursday, May 9th 4:00pm – 5:00pm

Location: Coworking Station of Walpole, 55 West St, 2nd Floor, Walpole, MA, 02081

Link to register: <https://www.score.org/boston/event/seo-or-sos-optimizing-your-search-results-2>

Details: This workshop will cover the fundamentals of Search Engine Optimization and how organizations can leverage it to generate increased traffic to their website.

Cost: Free

Speakers: Rob Stutzman, Boston SCORE Subject Matter Expert

Hiring, Managing, and Developing Workers

Date: Monday, May 13th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/hiring-managing-and-developing-workers-1>

Details: This workshop will cover the best practices and processes for hiring and retaining employees. It will discuss best steps, potential legal issues, and effective management.

Cost: Free

Speakers: Steve Bookbinder and Carolyn Morrill, SCORE Boston

Small Business Financial Empowerment Series: Fraud Prevention

Date: Tuesday, May 14th 12:00pm – 1:30pm

Location: Virtual

Link to register: [Bit.ly/small-business-MA-webinar](http://bit.ly/small-business-MA-webinar)

Details: This webinar is a collaboration with the Office of the State Treasurer and Receiver General's Small Business Initiative Team and M&T Bank. This will be presented in English with live Spanish interpretation available. The slides will be presented in English. Small business are more likely to fall victim to fraud than large organizations, and fraudsters become more sophisticated every year. In this workshop, we'll review best practices and new research, including the rise of check fraud, account takeover attacks, and business email compromise scams.

Cost: Free

Speakers: Leigh Balcom, Financial Crimes Manager at M&T Bank

So, You Want to Start a Nonprofit?

Date: Tuesday, May 14th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/so-you-want-start-a-nonprofit-4>

Details: This workshop will discuss the basics of a nonprofit. It will cover what is a nonprofit, roles of the founder, board, and staff, finances, competition and collaboration, and steps to begin.

Cost: Free

Speakers: Ramesh Advani, SCORE Boston Mentor

How to Write a One-Page Business Plan: A Step-by-Step Guide

Date: Tuesday, May 14th at 1:00pm – 2:30pm

Location: Virtual

Link to register: <https://www.score.org/event/how-write-a-one-page-business-plan-a-step-step-guide>

Details: This webinar will teach you how to write a one-page business plan for your business. You will learn the benefits of a one page business plan vs other

business plans, practical tips on writing a one page business plan and how a one page business plan can eliminate distractions.

Cost: Free

Data Visualization – The Right Graphic Can Be Worth 100 Numbers

Date: Thursday, May 16th 10:00am – 11:00am

Location: Virtual

Link to register: <https://www.score.org/boston/event/data-visualization-right-graphic-can-be-worth-1000-numbers>

Details: This live presentation will discuss what data visualization can do and demonstrate production of visualizations in Excel. Topics will include how to decide what visualization works best for you, tools for creating visualizations, and more.

Cost: Free

Entrepreneur to CEO 6 Weeks Bootcamp

Date: Thursday, May 16th at 12:00pm (will run every Thursday at 12:00pm until Thursday, June 20th)

Location: Virtual

Link to register: <https://www.thesavagecrets.com/ceobootcamp>

Details: This workshop will guide you through time mastery, clear direction, strategic growth, work/life harmony, financial control, and sales.

Cost: Free

Speakers: Mike Savage

Contact Information: Mike Savage at info@thesavagecrets.com or 508-335-6264

Got Connections? – Cohesive Marketing Using Website, Social Media and Email

Date: Friday, May 17th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.sba.gov/event/44959>

Details: This workshop will provide you with the information to enable you to put together a cohesive online marketing strategy for your small business.

Cost: Free

Speakers: Rob Stutzman, Boston SCORE Subject Matter Expert

Contact Information: Teresa Lang at workshops@scoreboston.org or 617-383-9856

Creating the Effective Elevator Pitch

Date: Monday, May 20th 12:00pm – 1:30pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/creating-effective-elevator-pitch-6>

Details: This workshop will teach you to how write an effective elevator pitch. You will have a presentation on how to put together an elevator pitch, practice creating one, and will be given a chance to present.

Cost: Free

Speakers: Susan Bloomstone, Tim Nelson, Elena Chernokalskaya, and Cliff Utstein

Small Business Financial Empowerment Series: Access to Credit

Date: Tuesday, May 21st 12:00pm – 1:00pm

Location: Virtual

Link to register: Bit.ly/small-business-MA-webinar

Details: This webinar is a collaboration with the Office of the State Treasurer and Receiver General's Small Business Initiative Team and M&T Bank. This will be presented in English with live Spanish interpretation available. The slides will be presented in English. Access to credit can be key to supporting your company's growth. When you're a small business owner, it's not uncommon to rely on financing to help you establish your business and reach your goals. If you don't have all the assets you need on your own, financing can benefit the future of your business. We will share tips to get you started.

Cost: Free

Speakers: Bryan Alvarado and Jorge Andrade, Business Bankers at M&T Bank

Nonprofits – What Do I Need for a Grant Proposal?

Date: Tuesday, May 21st 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/nonprofits-what-do-i-need-a-grant-proposal-2>

Details: This workshop will breakdown each part of a grant proposal and discuss what you need to be successful.

Cost: Free

Speakers: Sam Solomon, SCORE Boston Mentor

7 Best Negotiating Tips

Date: Wednesday, May 22nd 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/7-best-negotiating-tips-1>

Details: This webinar will provide you with seven tips to become a better negotiator and make better deals.

Cost: Free

Speakers: Jack Tumminello, Entrepreneur and Retired CEO

Google Analytics for Small Businesses – How to Improve Your Website Traffic

Date: Wednesday, May 22nd 1:00pm – 2:00pm

Location: Virtual

Link to register: <https://www.score.org/event/google-analytics-small-businesses-how-improve-your-website-traffic>

Details: This webinar will teach you the basics of Google Analytics, how to track your website's performance, and how to turn these items into action items. You will discuss how to set up Google Analytics, how tracking conversions can guide your marketing strategy, which reports to focus on, and how to enhance your website and marketing campaigns.

Cost: Free

Speakers: Nicole McCullum

How Digital Marketing & Website Optimization Helps Your Business

Date: Thursday, May 23rd 1:00pm – 2:00pm

Location: Virtual

Link to register: <https://clients.msbd.org/workshop.aspx?ekey=110440013>

Details: This webinar will cover digital marketing, how to generate leads, direct traffic to your website, email sign ups, website optimization and design, and more!

Cost: Free

Contact Information: Anne Fenton at amfenton@msbdc.umass.edu or 413-687-1561

Perfecting Your Sales Conversation

Date: Tuesday, May 28th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/perfecting-your-sales-conversation>

Details: This workshop will teach you the 8 key steps in a successful sales conversation. This will help you improve your close rate by learning each step, why it's important, and what your objective is with each step.

Cost: Free

Speakers: Karen Baldeschwieler, Mavis Chin, Monica Meadows, Stacey Coombs

Employment Law Updates

Date: Thursday, May 30th 1:00pm – 2:00pm

Location: Virtual

Link to register: <https://clients.msbdc.org/workshop.aspx?ekey=110440012>

Details: This webinar will discuss compliance issues, employment law updates, future potential changes. There will be an opportunity to ask questions!

Cost: Free

Speakers: Attorney Wendy L. Hansen

Contact Information: Anne Fenton at amfenton@msbdc.umass.edu

How to Create A Marketing Plan for Your Small Business

Date: Thursday, May 30th 1:00pm – 2:30pm

Location: Virtual

Link to register: <https://www.score.org/event/how-create-a-marketing-plan-your-small-business-0>

Details: This webinar will help you create a marketing plan, define your brand, determine your audience, and find where to advertise to get a positive return on your investment.

Cost: Free

Speakers: Patty Ross

Steps to Start a Business

Date: Tuesday, June 4th 5:30pm – 7:00pm

Location: Virtual

Link to register: <https://cwewbc.ecenterdirect.com/events/979104>

Details: This workshop will outline how to develop your business idea, review the importance of a business plan, legal structures, how to choose and register a business name and entity, financial needs, employer responsibilities, training, and more!

Cost: \$0-\$50

Contact Information: CWE Central MA at info.centralma@cweonline.org

Tech Talks with Rob

Date: Wednesday, June 5th 10:00am – 11:30am

Location: Virtual

Link to register: <https://clients.msbdc.org/workshop.aspx?ekey=60440010>

Details: This webinar will discuss business basics for business owners looking to navigate the complex world of technology.

Cost: Free

Speakers: Rob DelMastro, Director of the MSBDC Western Regional Office

Learning the Lean Business Model Canvas

Date: Wednesday, June 5th 5:30pm – 7:00pm

Location: Virtual

Link to register: <https://cwewbc.ecenterdirect.com/events/979108>

Details: This workshop break down how to make a business plan by using the Business Model Canvas.

Cost: \$0-\$50

Contact Information: CWE Central MA at info.centralma@cweonline.org

How to Start a Business Webinar Series

Date: Thursday, June 6th 11:00am – 12:30pm

Location: Virtual

Link to register: <https://clients.msbdc.org/workshop.aspx?ekey=110440014>

Details: This webinar will discuss the essential elements of a successful venture to help demystify the secrets behind owning and operating your own business. It will focus on start up assistance.

Cost: Free

Speakers: Cliff Robbins, Regional Manager, Southeast Region SBDC

City of Worcester Grant Program for Diverse Business Certifications

This program provides a \$5,000 grant to Worcester-based businesses that achieve one of the following certifications with the MA Supplier Diversity Office:

- Minority-Owned
- Women-Owned
- Veteran-Owned
- Service-Disabled Veteran-Owned
- LGBT-Owned
- Disability-Owned

Applications can be found at www.worcesterma.gov/arpa. Applications are a fillable PDF and can be submitted to ARPA@worcesterma.gov. Applications will be accepted on a rolling basis until November 1st, 2024 at 5:00pm.

Technical Assistance workshops for the Diverse Business Certification Grant Program at the MA Small Business Development Center at Clark University – Higgins University Center on the following dates:

- Monday, May 20th at 6:00pm – 7:00pm at the Latin American Business Organization, 33 Highland St, Worcester, MA.
- Tuesday, May 21st 12:00pm – 1:00pm at the WorcLab, 44 Portland St, 4th Floor, Worcester, MA.

Community Development Corporation of South Berkshire

The CDC's Small Business Technical Assistance (SBTA) program is free and works with local small businesses. Whether you want to launch, pivot, or scale your business, the program's goal is to equip you with fundamental business operations knowledge and practical guidance on business growth and operations.

This program is open to all small businesses in Berkshire County with fewer than 20 employees, with a special focus on under-resources communities. To learn more about the program and how to apply contact Emmalyn Gaertner at emmalyn@cdecsb.org or call 413-717-7806.

- What platforms (Facebook, Instagram, LinkedIn, Twitter, etc.) should I focus on?
- How do I gain attention, likes, comments, and followers?
- What content should I share? What are the common pitfalls and blunders?