

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 5/16/24)

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](https://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

M&T Bank Small Business Night

Date: Tuesday, May 21st 5:00pm – 7:00pm

Location: Danverst Conant St Branch, 1 Conant St, Danvers, MA 01923

Link to register: <https://calendarlink.com/event/Gj6q6>

Details: This event will be an opportunity for networking with other small businesses and special guest Lisa Gonzalez Welch, Economic Development Specialist MA District Office (SBA).

Cost: Free

Contact Information: Hanoi Frias at hfrias@mtb.com

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.msfdc.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@msfdc.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.msfdc.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@msfdc.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://cweonline.org/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

Unleashing the Power of AI for Small Business Growth

Date: Wednesday, June 5th 11:00am – 12:00pm

Location: Virtual

Link to register: <https://clients.msbdc.org/workshop.aspx?ekey=80440027>

Details: This seminar will help you understand how AI can benefit your business regardless of the size or industry. AI can help you optimize processes, enhance marketing efforts, and more!

Cost: Free

Speakers: Dan Geller, Chief Creative Officer of Agency Renegades

Contact Information: Kaitlin Muldoon at kmuldoon@salemstate.edu or 978-542-7369

Navigating the Nonlinear Road to Success

Date: Wednesday, June 5th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/navigating-nonlinear-road-success>

Details: This session will explore how to turn obstacles into opportunities instead of being roadblocks.

Cost: Free

Speakers: Dr. Bobbi Pellant

Learning the Lean Business Model Canvas

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

Location: Virtual

Link to register: <https://cwehbc.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

Mastering AI in Digital Communication for Business

Date: Thursday, June 6th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/mastering-ai-digital-communication-business>

Details: This webinar will discuss the power of AI in digital communication for businesses.

Cost: Free

Speakers: Dr. Allana Dagraca

Excel Functions – Power Tools for Your Formulas

Date: Tuesday, June 11th 10:00am – 11:00am

Location: Virtual

Link to register: <https://www.score.org/boston/event/excel-functions-%E2%80%94-power-tools-your-formulas-2>

Details: This workshop will explain how Microsoft Excel functions work, how to discover the proper function, and more! This will cover what functions are and how they work, what functions can and can't do, how to research functions, benefits of functions, and more!

Cost: Free

Speakers: Gerald Rosenthal from ComputerImages.com

Legal Considerations for New Business Owners

Date: Tuesday, June 11th 5:30pm – 7:30pm

Location: Virtual

Link to register: <https://cweewbc.ecenterdirect.com/events/979076>

Details: This workshop gives a high-level overview of a range of legal issues that entrepreneurs should be aware of when starting a new company. Topics will include entity formation, contract basics, IP considerations, and licenses and regulations.

Cost: \$0 - \$50

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

Social Media Marketing for Beginners

Date: Wednesday, June 12th 11:00am – 12:00pm

Location: Virtual

Link to register: <https://clients.msdbc.org/workshop.aspx?ekey=80440028>

Details: This webinar will give you insight into each social media platform and how to effectively convey your message.

Cost: Free

Speakers: Rose DiVirgilio Taormina, Senior Business Advisor and Certified Digital Marketing Professional with the MA SBDC Northeast Region

Contact Information: Kaitlin Muldoon at kmuldoon@salemstate.edu or 978-542-7369

Visioning for Entrepreneurs

Date: Wednesday, June 12th 12:00pm – 1:30pm

Location: Virtual

Link to register: <https://cweewbc.ecenterdirect.com/events/979117>

Details: This workshop will explore the challenges and rewards of self-employment, build definition around your business concept, and consider your short and long term goals.

Cost: \$0 - \$50

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

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.

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- 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?