

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 4/25/24)

Building a Startup Budget

Date: Tuesday, April 30th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://score.tfaforms.net/17?EventID=a10Vt000000c557>

Details: This webinar will guide you through the process of creating a startup and operating a budget.

Cost: Free

Speakers: Michael Sandman, SCORE Boston Mentor

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

Social Media Made Simple

Date: Tuesday, April 30th 12:00pm – 1:30pm

Location: Virtual

Link to register: <https://cweewbc.ecenterdirect.com/events/979102>

Details: This workshop will discuss the basics of using common social media channels, ways to decrease time spent on social media using automation, how to integrate different social media marketing into your marketing strategy, and how to use social media to target your audience with effective marketing messages.

Cost: \$0 - \$50

Contact Information: Samantha Carr at scarr@cweonline.org

Tech Talks with Rob: Business Basics

Date: Wednesday, May 1st 10:00am – 11:30am

Location: Virtual

Link to register: <https://clients.msfdc.org/workshop.aspx?ekey=60440009>

Details: This webinar will provide you multiple options for how to start and finance a business. You will learn advantages and disadvantages of starting from scratch, buying an existing business, and franchising. You will learn about different types of financing such as owner, debt, grants, and equity.

Cost: Free

Speakers: Rob DelMastro, Director of the MSBDC Western Regional Office
Contact Information: Paula Pawloski at the Western Regional Office at ppawloski@umass.edu

Learn How to Sell Better – Business Foundation Series

Date: Thursday, May 2nd 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/learn-how-sell-better-business-foundation-series-0>

Details: This webinar highlights the processes and techniques to help you start and grow your business and sales.

Cost: Free

Speakers: Dick Rossman and Bev Gottlieb, SCORE Boston Mentors

Small Business Survival Guide to Cyber Security

Date: Tuesday, May 7th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/small-business-survival-guide-cyber-security>

Details: This presentation will discuss the key principles and practices necessary to protect your small business from cyber threats. You will learn about the evolving cybersecurity landscape, common threats, and strategies to safeguard your business.

Cost: Free

Speakers: James Elliman, Founder of Elliman Technologies LLC

The Importance of Cash Flow

Date: Wednesday, May 8th 12:00pm – 1:00pm

Location: Virtual

Link to register: <https://www.score.org/boston/event/importance-cash-flow>

Details: This presentation provides a brief overview of financial reports with the focus on the cash flow statement. You will learn why it is important, what it can tell you, how to improve cash flow, and how to anticipate and prepare for short falls.

Cost: Free

Speakers: Jim Dannhauser, SCORE Cape Cod

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

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

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

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

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@cdcsb.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?