



SMALL BUSINESS RESOURCES & UPCOMING EVENTS *LAST UPDATED 4/22/2025*

April 21st - April 25th

Tuesday 4/22

[Small Business Expo](#)
10:00am - 5:00pm

Wednesday 4/23

[Small Business Empowerment Series -
Mastering Financial Management](#)
9:00am - 10:15am

[Google Analytics Made Simple:
Unlock Key Insights for your Business](#)
11:00am - 12:00pm

[Access to Capital Factors and Options
for Businesses of All Sizes](#)
12:00pm - 1:30pm

April 28th - May 2nd

Tuesday 4/29

[Food Business Coaching Workshop Part 3:
Today's Food Business Customers](#)
9:00am - 10:00am

Wednesday 4/30

[Small Business Empowerment Series -
Understanding Banking Services &
Securing Financing](#)
9:00am - 10:15am

Thursday 5/1

[Effective Marketing Plan
for Business Growth](#)
12:00pm - 1:00pm

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



Small Business Expo

Date: Tuesday, April 22nd at 10:00am – 5:00pm

Location: The Westin Boston Seaport District, 425 Summer St, Boston, MA 02210

[Click This Link to Register](#)

Details: Attendees will have an opportunity to engage with industry leaders, participate in workshops, and access resources tailored for effective business growth. This will offer a series of interactive sessions, panels, and b2b marketing opportunities. In addition to the networking, the trade show will be filled with diverse exhibitors showcasing latest products and services.

Cost: Free

Speakers: The Speakers and Agenda can be found **[here](#)**

Contact Information: clientservices@theshowproducers.com or 212-651-0700

Small Business Empowerment Series – Mastering Financial Management

Date: Wednesday, April 23rd 9:00am – 10:15am

Location: Virtual

[Click This Link to Register](#)

Details: This session is a collaboration between the Massachusetts State Treasury's Small Business Initiative (SBI) and Bay State Savings Bank. This is the first of two sessions to be offered in this series. The topic will be mastering financial management. This series will be presented in English with live interpretation in Spanish and Portuguese.

Cost: Free

Speakers: Subject Matter Experts from Bay State Bank

Contact Information: MA State Treasury Small Business Initiative Team at SmallBusinessMA@tre.state.ma.us

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



Google Analytics Made Simple: Unlock Key Insights for Your Business

Date: Wednesday, April 23rd 11:00am – 12:00pm

Location: Virtual

[Click This Link to Register](#)

Details: This session will teach you to track key metrics, interpret data, and use Google Analytics 4 (GA4) insights to grow your business.

Cost: Free

Speakers: Rosa DiVirgilio Taormina, Senior Business Advisor and Digital Marketing Professional with the Massachusetts SBDC - Northeast Region

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

Access to Capital Factors and Options for Businesses of All Sizes

Date: Wednesday, April 23rd at 12:00pm – 1:30pm

Location: Central Library in Copley Square, 700 Boylston St, Boston, MA, 02116

[Click This Link to Register](#)

Details: This session will explore traditional and alternative lending options available to start-ups and established businesses. It will discuss what lenders are looking for and how to improve your odds for approval.

Cost: Free

Speakers: Nancy B. Rosedale, Business Community Officer at Bank of America

Contact Information: Robert Williams at 617-536-5400 or rwilliams@bpl.org

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Food Business Coaching Workshop Part 3: Today's Food Business Customers

Date: Tuesday, April 29th at 9:00am - 10:00am

Location: Virtual

[Click This Link to Register](#)

Details: Join this workshop to learn more about the typical customer patterns of food business patrons. In this workshop, attendees will be presented with a review of common customer personas that include psychographics, needs, and pain points. Attendees will gain a deeper understanding of today's customers and will be guided through some specific examples of how one's business can make certain changes that will best cater to those new customer needs. Attendees will also explore customer profiles for untraditional shoppers including students, government or institution staff who purchase items for catering events, and other businesses as part of a peer-to-peer network.

Cost: Free

Contact Information: psaffari@cambridgema.gov

Small Business Empowerment Series – Understanding Banking Services & Securing Financing

Date: Wednesday, April 30th 9:00am – 10:15am

Location: Virtual

[Click This Link to Register](#)

Details: This session is a collaboration between the Massachusetts State Treasury's Small Business Initiative (SBI) and Bay State Savings Bank. This is the second of two sessions to be offered in this series. The topic will be understanding banking services and securing financing. This series will be presented in English with live interpretation in Spanish and Portuguese.

Cost: Free

Speakers: Subject Matter Experts from Bay State Bank

Contact Information: MA State Treasury Small Business Initiative Team at SmallBusinessMA@tre.state.ma.us

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Effective Marketing Plan for Business Growth

Date: Thursday, May 1st at 12:00pm – 1:00pm

Location: Hybrid – Virtual or in person at the Quest Center, 1213 Purchase St, 2nd Floor Conference Room, New Bedford, MA 02740

[Click This Link to Register](#)

Details: The marketing plan can be the most important part of a business plan. It helps you plan your businesses mission, product and service lines, market, finances, and sales. Join this session to get started on your marketing plan.

Cost: Free

Speakers: Clifford Robbins, Regional Director of the Massachusetts SBDC - Southeast Region.

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

Community Development Corporation of South Berkshire

The CDC's Small Business Technical Assistance (SBTA) is a free program that works with local small businesses. 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 contact Emmalyn Gaertner at emmalyn@cdcsb.org or call 413-717-7806.

[Click This Link to Learn More](#)

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