

SMALL BIZ DAY

kansas city

April 21, 2012 | 8:30 a.m. to 1:00 p.m.
Westin Crown Center, One East Pershing Road
Event is free, including parking; no advance registration is required
Sessions in English and Spanish

AGENDA

8:30 a.m. – **Free breakfast, registration and networking:** Small business resource booths will be available throughout the day for Small Biz Day participants.

STARTING A BUSINESS TRACK

EXISTING BUSINESS TRACK

9:00 a.m. – **Planning Your New Business**
9:50 a.m. Learn the basics of business planning and why it is critical to starting and growing a new business.

Growing Your Market
Learn how to improve your marketing strategy to increase profitability and beat out your competition.

10:00 a.m. – **Getting People to Buy What You Sell**
10:50 a.m. Learn the basics of marketing and the key ingredients to letting the right people know what you are selling and how to get them to buy it.

Next Level Planning
Learn how to put a plan in place to take your business to the next level.

11:00 a.m. – **That First Business Loan**
11:50 a.m. Learn how to prepare for and where to get financing for your start-up business.

Doing Business with the Government
Learn how to position your business for bidding on and winning government contracts. Representatives from federal, state, and local government agencies will participate on a panel to explain how to acquire contracts from the government.

12:00 p.m. – **Doing Business with the Government**
12:50 p.m. Learn how to position your business for bidding on and winning government contracts. Representatives from federal, state, and local government agencies will participate on a panel to explain how to acquire contracts from the government.

Business Loans for Growth: How to Get Them
Learn how to get business financing to help grow your business.

