

2018 Small Business Conference

You're invited to spend the afternoon with industry experts as they address today's most pressing small business challenges. Attend the workshops for strategies and techniques to start or buy a business, develop a business plan, find capital and grow your business. Stop by resource tables for one-on-one visits. This event is FREE and open to the public.

Thursday, May 3, 2018

FARGODOME, LOWER LEVEL
1800 NORTH UNIVERSITY DRIVE, FARGO

REGISTER ONLINE

<https://nd-small-business-conference.eventbrite.com>

CONTACT US FOR MORE INFORMATION

Sherri Komrosky, SBA 701-239-5658 or sherri.komrosky@sba.gov



Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact SBA at 701-239-5658 or Sherri.Komrosky@sba.gov.

All SBA programs and services are extended to the public on a nondiscriminatory basis.

Conference Workshops

12:15 - 1:15 pm

Do You Dream of Starting a Business? What's Next . . .

Thinking about starting a business? This session will provide you with tips, ideas and tools to get your new business up and running!

Online Resources for Small Business HR Needs

This session will show you various online resources particularly geared to small business needs from legal compliance to safety information to training options.

1:15 - 2:15 pm

Find the Money

There will come a time when you'll need access to more capital than contributions from family and friends. Our panelists will discuss lending products and options available in our community.

Market Research: Is Your Business Idea Viable?

This session will help you to identify how to gather information to support your business idea. Discussion will center on identifying the target customer and locating key sources of data.

2:30 - 3:30 pm

How to Write a Business Plan in Less Than 60 Minutes!

A business plan provides a vital compass for a business. This session will walk you through a new way of planning which can be applied to any organization - and you can develop your initial plan in less than an hour!

Cybersecurity - Keeping You, Your Employees, & Your Business Safe

Learn about the science behind scams and how to become more vigilant and better educated in order to protect yourself, your employees, and your company from cybercrime.

3:30 - 4:30 pm

Start-Up versus Buying An Existing Business

This session will evaluate the advantages and disadvantages of 'Buying an Existing Business' or 'Doing a Start-Up Business.' Both have their own merits and challenges. See which option best suits you and your business concept.

Grow Your Business Online - Digital Marketing for Small Businesses

The world is online and your business should be too! This session will cover online tools, including social media, to help you create a strong online presence for your business and to grow your brand.