Community Business Workshop Series

All workshops will be held at The Chicago Innovation Exchange
1452 East 53rd Street, Second Floor - Washington Park Classroom

Brick & Mortar Basics: Tips for Launching a Retail Business
Wednesday, September 9 5:30-7pm
Building a brick and mortar retail business in Chicago can be a challenging and rewarding process. Learn from panelists with significant experience building successful retail establishments on the South Side of Chicago. Panelists will talk about their experiences building their business and best practices for opening, marketing, and expanding their presences.

PANELISTS: Bethany Thomas, Comfort Me; Eric Williams, Silver Room
For more information and to register: http://cbwbrickandmortarbasics.eventbrite.com

South Side Pitch Event
Thursday, October 1 6-8:30pm
South Side Pitch is a Shark Tank-style showcase of the South Side's most innovative, up-and-coming businesses. Contestants pitch their business ideas to a panel of expert judges who provide feedback and then selects the winning pitch. A reception follows giving attendees the opportunity to network and connect.

For more information and to register: http://southsidepitch.com

Building a Web Presence for Small Businesses
Wednesday, November 11 5:30-7pm
Small businesses need a web presence for marketing, branding and SEO. This workshop will help small business entrepreneurs figure out quick and easy solutions to build a low-maintenance web presence and how to best maximize that space.

SPEAKER: Jared L. Kelly, CEI Media Group
For more information and to register: http://cbwwebpresence.eventbrite.com

Developing Your Niche in a Competitive Market- Part II
Wednesday, December 9 5:30-7pm
Chain and national retailers usually have an advantage over mom and pop retailers because of their access to capital and ability to market on a large scale. Small business can compete and level the playing field by developing your niche. This workshop will help you define and market your niche, as well as develop a one minute “elevator speech” about your business and niche.

SPEAKER: Eric Reaves, South East Chicago Commission
For more information and to register: http://cbwdevelopingyourniche.eventbrite.com

Workshop Series is free and open to the public.