

AKRON SCORE WORKSHOP SERIES

January – March 2018

Register for workshops online under the Local Workshops tab at www.akron.score.org.

For any questions and/or additional information, please call our Akron office at (330) 379-3163.

Tues., Jan. 9	5:30 p.m. – 8:00 p.m.	Starting Your Own Business	Taylor Institute for Direct Marketing
Tues., Jan. 9	6:30 p.m. – 7:30 p.m.	Intro. to Intellectual Property	Akron Main Library
Sat., Jan. 13	10:15 a.m.– 12:00 p.m.	Intro. to Patents & Patent Searching	Akron Main Library
Tues., Jan. 16	5:30 p.m. – 8:30 p.m.	Marketing Techniques for Success	Taylor Institute for Direct Marketing
Tues., Jan. 16	9:30 a.m. – 12:30 p.m.	Non-Profit Basics	Hudson Library & Historical Society
Wed., Jan. 17	6:30 p.m. – 8:00 p.m.	Small Business, Big Potential – Informational Franchise Seminar	Taylor Institute for Direct Marketing
Tues., Jan. 23	5:30 p.m. – 8:30 p.m.	Fundamentals of Writing a Business Plan	Taylor Institute for Direct Marketing
Tues., Jan. 30	5:30 p.m. – 8:30 p.m.	Fundamentals of Financial Management	Taylor Institute for Direct Marketing
Wed., Jan. 31	5:30 p.m. – 8:30 p.m.	Thinking About Building a Website?	Taylor Institute for Direct Marketing
Mon., Feb. 5	6:00 p.m. – 8:00 p.m.	Ask a Patent Attorney	Akron Main Library
Tues., Feb. 6	6:30 p.m. – 7:30 p.m.	Intro. to Intellectual Property	Akron Main Library
Tues., Feb. 6	5:30 p.m. – 8:30 p.m.	Simple Steps #1: Start-Up Basics	Taylor Institute for Direct Marketing
Wed., Feb. 7	5:30 p.m. – 8:30 p.m.	Results Selling	Taylor Institute for Direct Marketing
Sat., Feb. 10	10:15 a.m.– 12:00 p.m.	Intro. to Patents & Patent Searching	Akron Main Library
Tues., Feb. 13	5:30 p.m. – 8:30 p.m.	Simple Steps #2: Business Concept	Taylor Institute for Direct Marketing
Tues., Feb. 20	5:30 p.m. – 8:30 p.m.	Simple Steps #3: Marketing Your Business	Taylor Institute for Direct Marketing
Wed., Feb. 21	5:30 p.m. – 8:30 p.m.	Starting Your Own Business	Taylor Institute for Direct Marketing
Thur., Feb. 22	6:30 p.m. – 8:30 p.m.	Cyber Security for Your Business	Cuyahoga Falls Library
Tues., Feb. 27	5:30 p.m. – 8:30 p.m.	Simple Steps #4A: Financial Matters	Taylor Institute for Direct Marketing
Wed., Feb. 28	5:30 p.m. – 8:30 p.m.	Marketing Techniques for Success	Taylor Institute for Direct Marketing
Tues., Mar. 6	5:30 p.m. – 8:30 p.m.	Simple Steps #4B: Financial Matters	Taylor Institute for Direct Marketing
Tues., Mar. 6	6:30 p.m. – 7:30 p.m.	Intro. to Intellectual Property	Akron Main Library
Tues., Mar. 6	6:00 p.m. – 9:00 p.m.	Starting Your Own Business	Medina County University Center
Wed., Mar. 7	5:30 p.m. – 8:30 p.m.	Fundamentals of Writing a Business Plan	Taylor Institute for Direct Marketing
Thur., Mar. 8	6:00 p.m. – 8:00 p.m.	SBA Lending & Understanding Your Credit Report	Goodwill Industries
Sat., Mar. 10	10:15 a.m.– 12:00 p.m.	Intro. to Patents & Patent Searching	Akron Main Library
Tues., Mar. 13	5:30 p.m. – 8:30 p.m.	Simple Steps #5: Funding & Next Steps	Taylor Institute for Direct Marketing
Tues., Mar. 13	6:00 p.m. – 9:00 p.m.	Marketing Techniques for Success	Medina County University Center
Wed., Mar. 14	5:30 p.m. – 8:30 p.m.	Fundamentals of Financial Management	Taylor Institute for Direct Marketing
Tues., Mar. 20	6:00 p.m. – 9:00 p.m.	Fundamentals of Writing a Business Plan	Medina County University Center
Tues., Mar. 20	5:30 p.m. – 8:30 p.m.	Thinking About Building a Website?	Taylor Institute for Direct Marketing
Tues., Apr. 3	6:00 p.m. – 9:00 p.m.	Fundamentals of Financial Management	Medina County University Center

WORKSHOP DESCRIPTIONS

Starting Your Own Business: A primer on how to start and market a business. Subjects include how to set up the business enterprise; development of a business plan; and lender requirements for financing.

Fundamentals of Writing a Business Plan: This workshop will help you set business goals, create your plan, understand the financial considerations involved, and analyze your market. You will become familiar with the various components of the Business Plan.

Fundamentals of Financial Management: An in-depth review of financial management for the existing business or serious entrepreneur in the pre-start-up mode. The class focuses on Profit and Loss Statement, Balance Sheet, Cash Flow and discusses expenses, start-up costs, cash cycles, granting and receiving credit, pricing, inventory, asset acquisition, and financing options. The outcome is a client that has a much broader understanding of the financial requirements for operating a business and being profitable.

QuickBooks (2-part workshop): Two 2-hour sessions that cover setting up your company accounting system, invoicing customers, recording customer payments, paying vendors, and producing financial reports.

Marketing Techniques for Success: A workshop that will help you to find out what your customers want and how to give it to them. It covers a wide range of marketing topics including pricing, research, communication, and customer service. You will have an opportunity to learn about your competition, how to describe your service or product, pricing strategy, target markets and channels.

Non-Profit Basics: Provides information and practical advice on starting and operating a successful not-for-profit organization. Topics covered include characteristics of for-profit and not-for-profit organizations; advantages and disadvantages of operating as a not-for-profit; developing a business plan; incorporating; and obtaining tax-exempt status.

Intro to Intellectual Property: Learn the differences among the various types of intellectual property and how best to protect your creative work. Presented by librarians from the Science & Technology Division of the Akron-Summit County Public Library.

Results Selling: An interactive discussion of sales types, prospecting, sales and marketing differences, preparing for the sales appointment, sales steps, converting objections into opportunities, advanced sales technologies, customer relation management, generating leads, closing techniques, follow-through, sources of information, and common sales mistakes.

Thinking of Building a Website? This workshop will help you to develop a clear strategy to incorporate a website into your Business Plan and Marketing Plan. It will help you understand the qualities of a **good** website and may provide useful consumer information regarding website development services. The workshop WILL NOT provide instruction on the technical aspects of programming or development tools.

Akron Main Library

60 S. High Street
Akron, OH 44326

Hudson Library & Historical Society

96 Library Street
Hudson, OH 44236

Cuyahoga Falls Library

2015 3rd Street
Cuyahoga Falls, OH 44221

Medina County University Center

6300 Technology Lane
Medina, OH 44256

Goodwill Industries

570 E. Waterloo Road
Akron, OH 44319

Taylor Institute for Direct Marketing

225 S. Main Street, Suite 500
Akron, OH 44325