

NATIONAL SMALL BUSINESS WEEK

VIRTUAL CONFERENCE

11:00 AM – 5:30 PM EDT / 8:00 AM – 2:30 PM PDT

Tuesday, May 7

10:45 am

Welcome: Explore Environment

In between sessions, make sure you check out these rooms:

11:00-12:00 pm

cosponsored by



The U.S Economic Outlook and Its Impact on Small Businesses

Michael Brown, Principal U.S. Economist, Visa

Join this timely webinar being sponsored by Visa, that will cover economic updates, income growth, the labor market, consumer spending and more.

Exhibit Hall

Chat with our sponsors and pick up free resources for your business.

12:30-1:30 pm

cosponsored by



SBA Funding Programs Explained

John Miller, Deputy Associate Administrator

This insightful webinar, sponsored by the U.S. Small Business Administration, will explain the SBA funding programs and how small businesses can benefit from them.

Mentoring Hall

Get answers to your business questions from one of our experienced mentors.

2:00-3:00 pm

cosponsored by



The Culture Imperative: Drive Growth with Customer Obsession

Ryan Estis, Researcher & Entrepreneur

During this webinar sponsored by Chase for Business, you will learn how to deliver a differentiated consumer experience to drive business growth and more.

Networking Lounge

Make new connections with fellow aspiring entrepreneurs and small business owners.

3:30-4:30 pm

cosponsored by



Creating Effective Online Ads

Matt Weber, Speaker and Trainer with Grow with Google Partners Program

In this webinar sponsored by Google, you'll discover how online ads can help your business connect to new customers, promote special offers and grow brand awareness.

SCOREBoard

Learn more about the prizes you can win for participating, including a \$200 gift card.

5:30 pm

End of Day 1: See You Tomorrow!



NATIONAL SMALL BUSINESS WEEK

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Wednesday, May 8

10:45 am

Welcome: Explore Environment

In between sessions, make sure you check out these rooms:

Exhibit Hall

Chat with our sponsors and pick up free resources for your business.

Mentoring Hall

Get answers to your business questions from one of our experienced mentors.

Networking Lounge

Make new connections with fellow aspiring entrepreneurs and small business owners.

SCOREBoard

Learn more about the prizes you can win for participating, including a \$200 gift card.

11:00-12:00 pm

Making Sense of Online Marketing: A Simple Checklist for Success

cosponsored by



Dave Charest, Dir. of Content Marketing, Constant Contact

In this session sponsored by Constant Contact, you'll learn the foundational elements to help you get the word out about your business.

12:30-1:30 pm

How to Do Business with the Federal Government

cosponsored by



Francine Morris, Procurement Analyst

This webinar, sponsored by the U.S. Small Business Administration, will give you an overview of SBA small business program eligibilities and small business tools to assist in gaining access to federal procurements.

2:00-3:00 pm

Mastering Control of Your Cash Flow

cosponsored by



Ed Lin, Head of Marketing for Square Capital

This informative webinar, sponsored by Square, will help you find ways to manage your business's cash flow and access capital to help it keep running smoothly.

3:30-4:30 pm

Disasters Happen: How to Prepare Your Business and Recover

cosponsored by



Alejandro Contreras, Director of the Office of Preparedness, Communication and Coordination

This webinar, sponsored by the U.S. Small Business Administration, will provide tips on basic steps you should take to prepare, recover and mitigate so that your business is resilient.

5:30 pm

End of Event – Thank You for Attending!

