

2021 Downtown Small Business Training Series

As the result of a USDA Small Business Development Grant, WEDC Main Street and Connect Communities businesses are invited to attend a series of FREE virtual training events during spring of 2021. The following virtual webinars/discussions have been scheduled to date. Please register for any of the sessions you plan to attend at the following link. These sessions will be recorded and made available for future viewing if you are unable to make the scheduled date(s) or time(s). However, you will need to register to receive the link for future viewing.

Businesses attending any of the sessions located in a Main Street or Connect Community of under 50,000 will be invited to sign up for a limited number of additional one-on-one consulting sessions with any of our experts free of charge.

Register for all sessions here <https://bit.ly/3nfp2hj>



Digital Marketing & Ecommerce

Sarah Arendt-Beyer, Marketing Director for DigiSage., Inc. will present two webinars geared toward small businesses interested in exploring or advancing their ecommerce strategies and performance. The first webinar will focus on assisting businesses interested in starting ecommerce, adding a new platform or who are just starting out and looking for some pointers. The second session will focus on advanced ecommerce tactics, strategies and platform discussions as well as topics such as search engine optimization, website security, etc. Both sessions will allow plenty of time for discussion and Q&A.



- Basics of Developing an Ecommerce Website (choosing a platform, design, product selection, sales tax, shipping and payment processing) Wednesday - Feb 10th: 8:30-9:30 am
- Advanced Ecommerce strategies (customer relations management, search engine optimization, store promotion, website security) Wednesday - Feb 24th: 8:30-9:30 am

Placemaking: how small businesses can create places where people want to be

In an increasingly digital world, creating a dynamic and unique customer experience to keep foot traffic high is one of the biggest strategic advantages that small businesses have. But what goes into creating these experiences? And won't it cost a lot of money? Join this session to learn how to leverage your unique business, existing space, and creativity to create places and experiences that attract customers and activate your premises (without spending lots - if any! - money). You'll come away with new ideas, actionable next steps, and see your space in a new light! This session will be led by Max Musicant, Founder of The Musicant Group, a placemaking and activation firm that has worked with small businesses, main streets, public and commercial spaces across Wisconsin and the country to "create places where people want to be".



- **Placemaking for Businesses:** Wednesday, February 17th 9:00 am- 10:00 am

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A limited number of FREE individual business consulting opportunities will be made available to all attendees at each session or those who view the recorded sessions.



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Pivoting Your Business Plan

COVID-19 has impacted everyone in the past year. Whether your business has faced diminished revenues, increased workloads or the stress of adding entirely new products or services, planning for 2021 might feel overwhelming. But the last thing you should do is panic – YOU ARE NOT ALONE. Darren Fisher and the SPEARity team will be hosting two sessions of their popular ‘From Panic to Pivot’ webinar for our downtown businesses. This webinar will walk business owners through the steps they should take to pull through and emerge stronger in 2021. Webinar attendees will be eligible to receive an individual consultation and customized pivot report following the session. We



- Wednesday, February 3rd, 9-10 am
- Thursday, February 11th, 4-5 pm

Business Valuation/Succession Planning

Cathy Durham of Capital Valuation Group will offer a succession planning webinar geared towards small businesses. The session will cover strategies for preparing to exit your business, whether that is in the next five years or 25 years in the future. Content will help business owners understand how buyers (and their lenders) analyze a business, and how a business is valued, leading to a more successful and likely future transition through sales or retirement and increasing the likelihood of business success after transition – especially important in internal sales. This course also delves into strategies business can employ today for increasing the future value of their business.



- Valuation/Succession Planning Basics: [Thursday, February 11, 2021 10-11 am](https://bit.ly/3nfp2hj)



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