

# 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

**11:00-12:00 pm**

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### 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.

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

#### Exhibit Hall

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

**12:30-1:30 pm**

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### 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**

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### 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.

#### SCOREBoard

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

**3:30-4:30 pm**

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### 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.

**5:30 pm**

### End of Day 1: See You Tomorrow!



# NATIONAL SMALL BUSINESS WEEK

## VIRTUAL CONFERENCE

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### Wednesday, May 8

10:45 am

#### Welcome: Explore Environment

11:00-12:00 pm

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#### Making Sense of Online Marketing: A Simple Checklist for Success

*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.

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

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and pick up free  
resources for your  
business.

12:30-1:30 pm

cosponsored by



#### How to Do Business with the Federal Government

*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.

#### Mentoring Hall

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

2:00-3:00 pm

cosponsored by



#### Mastering Control of Your Cash Flow

*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.

#### Networking Lounge

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

3:30-4:30 pm

cosponsored by



#### Disasters Happen:

#### How to Prepare Your Business and Recover

*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.

#### SCOREBoard

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

5:30 pm

#### End of Event – Thank You for Attending!

