

## SCORE Kansas City Free and Low Cost Workshop Schedule 2022

All fees eliminated during economic and health crisis.

All classes via Zoom except as noted with T conducted (SCORE KC Office: 4747 Troost) or K (Kauffmann Foundation Conference Center: 4801 Rockhill Rd)☒

January 5, 2022

	TIME	Jan	Feb	Mar
<b>BASICS:</b>				
Starting your Business-Basics				
	9:30a - noon	8		5
	6:00p - 8:30p		8	
Business Planning Tools				
	9:00a - noon		24	
Franchising: Start a business- Keep your day job!				
	9:00a - 11a			14
<b>MARKETING / SALES:</b>				
Business Concepts/Marketing Strategy /Social Media				
	10:00a - 3:30p	29		
Business Concepts				
	6:00p - 8:30p			8
Marketing Strategy / Social Media				
	6:00p - 8:30p			9
Marketing with Video				
	9:00a - noon	24		
<b>GEW TBD</b>				
Global Entrepreneurship Week TBD-week of Nov 14-18,2022	TBD			
Branding				
	9:00a - noon	21		
Market Research				
	9:00a - 11:00a			
Sales Training (TBD)				
<b>FINANCE &amp; FUNDING:</b>				
Finance: Prerequisite/Basics/Projections/Funding Sources				
	9:30a - 4:00p		5	
Financial Statement Basics Prerequisite				
	5:30- 6:00p			
Financial Statement Basics				
	6:00p- 8:30p			
Sources of Funding				
	6:00p - 7:30p			
Financial Projections				
	7:30p - 9:00p			
Accessing Capital in KC				
	9:00a - 11a			
Fund Raising for Non-Profits - Basics				
	9:00a - noon			
Fund Raising for Non-Profits - Events				
	9:00a - noon			
Grantwriting Prep Bootcamp				
	9:00a - noon			
Business Financial Literacy				
	11:30a - 1:00p	11		22
Learn how to use Business Credit for your business				
	6:00 -7:30p		10	
<b>DIGITAL PRESENCE &amp; SOCIAL MEDIA :</b>				
Developing your OnLine Presence				
	9:00a - noon			15
Social Media 101: Unpaid sources of Soc. Med				
	9:00a - noon			1
Social Media 102: Paid Sources of Soc. Med.				
	9:00a - noon			24
Social Media & Online Mktg: Content Asset Creations Strategies				
	9:00a - noon			
Upgrade your Website for better business results				
	9:00a - noon			30
eMail and CRM				
	9:00a - noon			
Developing a Web Based Business				
	6:00p - 8:30p		22	
<b>MANAGING YOUR BUSINESS:</b>				
HR 101				
	9:00a - 11:00a			
Legal Basics for Small Business				
	9:00a - noon		3	
Business Law and Related Tax Topics				
	9:00a - 10:30a			
Solopreneurship 101				
	1:00p-4:00p			
Diverse Business Certification				
	12:00p- 1:00p			
<b>SCSA Event w SBA</b>				
KC Business Ecosystem for Black Entrepreneurs				
	6:00p - 8:00p		16	
Let's Talk Black Business				
	6:00p - 8:00p			

See [KansasCity.Score.org](https://www.kansascity.score.org) for dates, times, locations, fees and registration