

NATIONAL SMALL BUSINESS WEEK

VIRTUAL CONFERENCE

12:30PM–6:30PM Eastern/ 9:30AM–3:30PM Pacific

Tuesday, May 1

1:00 pm ET
10:00 am PT

How Changing Consumer Behavior Impacts Your Business

By Anastasia Kudrez
Speaker, Google's Get Your Business Online

Technology allows you to understand consumer behavior better than ever. Join this webinar to learn how these insights can help shape your digital marketing plan and what you can do to position your business for success.

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2:30 pm ET
11:30 am PT

Addressing Discrimination and Harassment in the Workplace

By Donna Denoyelle and Lowell Woodcock
Human Resources Consultants, Paychex

In this seminar, you'll learn about employer liability under federal law, as well as the elements required to establish an affirmative defense to harassment claims. We'll also cover specific policies for handling complaints, investigations, and retaliation that can help protect your employees and your business.

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4:00 pm ET
1:00 pm PT

Get New and Repeat Business On Autopilot with Email Marketing

By Dave Charest
Director of Content Marketing, Constant Contact

Your business thrives on bringing in sales from new and existing customers. Wouldn't it be great if you could bring in those sales more frequently without having to spend a lot of time doing so? In this webinar, we'll show you some simple ways to repeatedly reach customers with email marketing.

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5:30 pm ET
2:30 pm PT

Creating and Sustaining a Strong Social Presence

By Sarah Nunes
Director of Brand Communications and Activation, Vistaprint

You want to use social media for your business, but where should you start? This presentation explains why you should be on social and some easy-to-use tips and tricks for small business owners to improve or create strong social media campaigns.

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Wednesday, May 2

1:00 pm ET
10:00 am PT

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

By Bruce Cundiff
Vice President of Visa Business and Economic Insights, Visa

This presentation will cover the near-term outlook for the economy, including the health of consumer spending, housing prices, the impact of increasing interest rates and what this all means for small businesses.

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2:30 pm ET
11:30 am PT

Managing Your Finances in the Cloud

By John Meaney
National Accounts Territory Manager, Intuit

Did you ever wonder what advantages moving your company to the cloud could offer? Have you ever thought about making the switch but weren't sure how or why? This session by Intuit will uncover many reasons why businesses are making the move and discuss some best practices in how to use this technology to keep your business relevant and nimble.

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4:00 pm ET
1:00 pm PT

Grow Your Business in 2018

By Janes Gregorie
Senior Customer Success Associate, Square

Grow your business wherever your customers may be — Reach them whether they're online or offline, providing them all the ways they want to pay. This webinar will share tips for providing customer loyalty, gift cards, and online/offline sales and marketing.

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5:30 pm ET
2:30 pm PT

Simple Steps to Choosing the Right Financing

By Ty Kiisel
Contributing Editor, OnDeck

Choosing the right source of financing for your business' growth is more complicated today than it used to be – and because of all the different options available, it requires a savvier borrower than ever before. Join this webinar by OnDeck to learn which financing options are right for different types of businesses and how likely you are to get approved.

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Thursday, May 3

1:00 pm ET
10:00 am PT

Hug Your Haters: How to Embrace Complaints & Keep Your Customers

By Jay Baer
Founder, Convince & Convert

Haters aren't your problem ... ignoring them is. In this eye-opening presentation, Jay Baer reveals brand-new, proprietary research into why and where your customers complain and why the rise of customer complaints is actually an enormous opportunity.

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2:30 pm ET
11:30 am PT

Sharing Your Story Through Video

By Anastasia Kudrez
Speaker, Google's Get Your Business Online

Today's consumers can watch video content whenever and wherever they want. This creates an opportunity for businesses to reimagine the role of video content in their marketing strategy. Join this webinar to learn best practices for connecting with consumers through online video.

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4:00 pm ET
1:00 pm PT

Pop & Play: How Opening a Pop-Up Shop Can Help Launch Your Retail Brand

By Rick Turner and Jonathon Siswick
Cofounders of "Pop It Up Here!" Program, Kimco Realty

Whether you're an online-only retailer looking to break into bricks-and-mortar, an established brand looking to reach customers in a new way, or if you have a new concept and want to try on a physical store for size, this webinar will teach you how a pop-up can help bring your brand to life.

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5:30 pm ET
2:30 pm PT

Fusion Marketing: The Next Generation of Marketing

By Lon Safko
Author, Speaker, Presenter, Innovation Leader

View your marketing efforts in a completely new way. This webinar will discuss how to leverage traditional and digital marketing tools to accomplish each objective you set and see exponential results without spending a dime.

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