

2021 Virtual Business Education Series

The Wisconsin SBDC Network is a proud part of the Institute of Business and Entrepreneurship in the UW-System. The Small Business Development Center (SBDC) is funded in part through a cooperative agreement with the U.S. Small Business Administration. For more info, visit wisconsinsbdc.org. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact the SBDC at UW-Stevens Point at 715-346-3838.



Analyzing the Decision to Pivot or Diversify Your Business

With the disruptions in most industries due to the Covid 19 crisis, many businesses are looking to pivot their business model and diversify their revenue streams. Using the business model canvas and cash flow templates, learn how to analyze these ideas to make informed and sensible decisions on changes.

- Tuesday, February 16 | 3 - 4:30 p.m.
- Wednesday, February 24 | 8 - 9 :30 a.m.
- Thursday, March 4 | 12 - 1:30 p.m.

Gen Z Marketing Strategies

Learn how to connect with this highly digital generation that likes it when companies keep it real and show their true colors. Review the social media platforms they use and the techniques for you to execute your marketing strategies to this upcoming generation.

- Tuesday, April 13 | 3 - 4:30 p.m.
- Wednesday, April 21 | 8 - 9 :30 a.m.
- Thursday, April 29 | 12 - 1:30 p.m.

Three dates to choose from for each session topic. Free to register and attend. The sessions will not be recorded. Pre-registration is required.

REGISTER: bit.ly/SBDCUWSP-Classes

Choosing the Right Customer Relationship Management (CRM) Software

There are many options available in choosing a CRM software platform for your business. Learn the differences between the various CRM packages as well as differences in versions within each platform. Make software decisions based on the proper fit and use of products as they pertain to your particular business.

- Tuesday, September 14 | 3 - 4:30 p.m.
- Wednesday, September 22 | 8 - 9 :30 a.m.
- Thursday, September 30 | 12 - 1:30 p.m.

Selling With Nostalgia

Discover why familiarity, a desire for simpler times, and tapping into memories is an effective selling strategy. Understand how to implement this technique in your next marketing campaign.

- Tuesday, November 30 | 3 - 4:30 p.m.
- Wednesday, December 8 | 8 - 9 :30 a.m.
- Thursday, December 16 | 12 - 1:30 p.m.

Thank you to our partners!

