

SMALL BIZ DAY

oklahoma city

November 3, 2012 | 8:30 a.m. to 1:00 p.m.

Metro Technology Center, Springlake Campus, 1900 Springlake Drive, Oklahoma City

Event is free, advance registration not required

AGENDA

8:30 a.m. – **Registration and networking:** Small business resource booths will be available throughout the day
9:00 a.m. for Small Biz Day participants.

STARTING A BUSINESS TRACK

EXISTING BUSINESS TRACK

9:00 a.m. – Planning Your New Business

- 9:50 a.m. • Assessing your readiness
- Legal structure options and benefits
- Licensing requirements

Growing Your Market

- Social media strategies and tools
- Matching messages and markets
- Mobile payments

10:00 a.m. – Getting People to Buy What You Sell

- 10:50 a.m. • Defining what makes your business unique
- Customer definition and research
- Creating marketing and promotion strategies

Next Level Planning: Focus on Taxes

- Overview of business tax requirements
- Tax credits and deductions to grow your business
- Develop strategies to address your tax questions

11:00 a.m. – Financing Your First Business

- 11:50 a.m. • Tools for assessing your financing needs
- Overview of new and traditional financing
- Strategies for obtaining your initial financing

Doing Business with the Government

- Government contract opportunities and services
- Certification needs and options
- How to prepare for government contracts

12:00 p.m. – Doing Business with the Government

- 12:50 p.m. • Government contract opportunities and services
- Certification needs and options
- How to prepare for government contracts

Business Financing for Growth

- Strategies for financing growth
- Overview of new and traditional financing options
- Strategies for accessing growth financing

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