



*We've Got Your BAC...*

# Join Us For Your Tools For **Business** Success Series

## **SBDC at UCF - TRAINING EVENTS**

**Developing Your Marketing Strategy Including Social Media** - Cost \$35 (includes box lunch)

Jan 26 - 11am-1pm, Palm Coast • Feb 2 - 11am-1pm, Bunnell

A two hour seminar designed to help you understand the importance of developing a marketing strategy, including "Brand" development and the role that social media plays in executing the overall strategy.

**Managing Cash Flow to Improve Profit** - Cost \$25 \*includes coffee and bagel/muffin

Jan 26 - 7am-9am, Flagler Beach\* • Feb 21 - 7am-9am, Palm Coast\*

Feb 28 - 6pm-8pm, Flagler Chamber • Mar 6 - 7am-9am, Bunnell\*

A two hour seminar to help you understand why your cash heads south just as your sales are headed north. Cash flow forecasting allows us to focus on the future by asking key questions: "where are we going?" and "what if?"

**Google Performance Series** - Cost \$75

Mar 1, 8, 15, 22 - 6pm-8pm, Palm Coast

A four week seminar (8 hours total) designed to help you utilize all of the Google tools to help grow your business.

**Getting a Grip on Your Business** - Cost \$50 (includes training materials)

Feb 16, 23 - 6pm-8pm, Palm Coast

A two week seminar (4 hours total) designed to be an interactive workshop that describes how to improve, grow, or take your business to the next level. You will learn management tools and techniques to improve daily and long-term results.

**Registration: [www.palmcoastbac.com](http://www.palmcoastbac.com) • SAVE and Register for the series of 4 seminars for \$150**

Funding Assistance: Center for Business Excellence may be able to pay for a percentage of the cost.

Match is based on wages of attendees. Call Winnie Costello at 386-586-5171

## **BAC/SCORE - TRAINING EVENTS**

The BAC charges a \$15 administrative fee for each class.

**How to Start Your Own Business**

Jan 24 - 6pm-8pm, Palm Coast

Six Key Factors that Lead to Success Overviews of Marketing, Pricing, Legal Structures, Financing, Business Plans.

**Understand The Lending Process**

Feb 14 - 6pm-8pm, Palm Coast

Learn the critical 5 C's of credit essential to achieving a loan. Learn how best to finance your business in today's economic environment. Understand the principles of Bank Debt financing.

**Sales/Marketing, Keys To Success**

Mar 13 - 6pm-8pm, Palm Coast

Five Components of an Effective Marketing Plan. Ten Marketing Techniques You Need to Know.

Tips for Increasing Sales in Difficult Times. How does Social Media Fit into Your Marketing Plan.

**Registration: [www.palmcoastbac.com](http://www.palmcoastbac.com)**

## **FREE MONTHLY ROUNDTABLE DISCUSSIONS**

Meet with fellow local businesses to understand the issues that Flagler County businesses face & how the BAC can help!

**Jan 11, 8-9am** - Flagler Chamber

**Feb 8, 8-9am** - Flagler Chamber

**Mar 14, 8-9am** - Flagler Chamber

**Jan 18, 8-9am** - Flagler Beach

**Feb 15, 8-9am** - Flagler Beach

**Mar 21, 8-9am** - Flagler Beach

**Jan 27, 8-9am** - Bunnell

**Feb 24, 8-9am** - Bunnell

**Mar 23, 8-9am** - Bunnell

**Space is Limited!**

**Register in advance: 386-986-2499 • [www.PalmCoastBAC.com](http://www.PalmCoastBAC.com)**

