



Upcoming 2018 Workshop Schedule for Columbus OH SCORE Chapter

Go to <https://columbusoh.score.org/>

for information on these free or low-cost workshops and to register and check back periodically for additional workshops

[How to Master Digital Marketing Workshop](#)

Tuesday, November 6, 2018 from 8:30 AM to 12:00 PM EST

Digital marketing has forever changed the way businesses talk to customers. In this hands-on workshop you will discover the most important aspects of a successful digital marketing campaign. Join us as we explain the top communication trends that small businesses must learn and use in order to reach today's digital savvy consumers.

[More Than Fast Food & French Fries! What You Need To Know About Franchise Ownership Today](#)

Wednesday, November 7, 2018 from 6:00 PM to 8:00 PM EST

Join us as business expert Ted Fireman from FranNet of Central Ohio demystifies the franchise buying process and explains how to successfully get into business for yourself.

[The 12 Challenges to Increasing Company Value](#)

Tuesday, November 13, 2018 from 6:00 PM to 8:00 PM EST

In this workshop you will learn: ☐ The 12 keys to driving up your company value ☐ What financials and metrics are most important to focus on as the leader ☐ How to turn the right growth-related dials to drive company valuation

[Learn How the Library Is Your Premier Source for Business Information Lunch n Learn](#)

Thursday, November 15, 2018 from 11:00 AM to 1:00 PM EST

Improve and build your business toolkit to ensure that your business decisions and plan are backed by trusted and relevant information. We will review free business data to complete your business plan and completed sample business plans. If you have a laptop or tablet, please bring it to the workshop.

[Start with Talents, Finish with Strengths](#)

Friday, November 16, 2018 from 8:00 AM to 12:00 PM EST

Join us and learn how you can create a strong platform, establishing more of who you are, how you naturally think, feel, and behave to create your own operating manual using your talents to guide you.

[Tax Planning for Small Business](#)

Tuesday, December 4, 2018 from 6:00 PM to 8:00 PM EST

With the enactment of new tax reforms (The Tax Cuts and Jobs Act), for the tax year beginning after December 31, 2017, business and individuals alike are not only presented with opportunities but also face number of questions. In this work shop we will discuss the most important aspects of The Tax Cuts and Jobs Act 2018.

[Business Model Canvas](#)

Friday, December 7, 2018 from 8:30 AM to 11:30 AM EST

Business Model Canvas is not your ordinary Business Plan; it is a strategic management template for developing new or documenting existing business models. It is easier to use than a traditional business plan because it is simple to use and all work done can be reused if a comprehensive business plan is needed.

[How to Create a Revenue-Generating Marketing Plan](#)

Tuesday, December 11, 2018 from 6:00 PM to 8:00 PM EST

In order to grow your business you need a strong marketing plan. A well-defined marketing plan will help you focus your time, energy and money on the marketing activities that will yield the greatest returns. Learn how to use SCORE's easy to implement, step-by-step process for creating a marketing road map to grow your business.