

## SCORE Kansas City Workshop Schedule 2024 (April - June)

**\*\*\*Please note that the end time of some classes may change after April 30, 2024**

All classes are free until further notice

Please consult the workshop section at [WWW.kansascity.score.org](http://WWW.kansascity.score.org) for details.

	TIME	Apr	May	Jun
<b><i>BASICS:</i></b>				
Starting your Business-Basics				
	9:30a -11:30a			8
	6:00p - 8:30p	8	13	
Business Planning Tools				
	9:00a - noon			
	1:00-4:00p		8	
	6:00p-9:00p			
Franchising: Start a business- Keep your day job!				
	9:00a - 11a	25		
Learn with Amazon (SCORE National Webinar)				
	1:00p - 2:00p	25		
<b><i>MARKETING / SALES:</i></b>				
Polishing Your Business Concept				
	10:00a - 12:00p		18	
Marketing Strategy				
	12:30p-1:45p		18	
Social Media Marketing				
	2:00p-3:30p		18	
Polishing Your Business Concept				
	6:00p - 8:30p			
Marketing Strategy & Social Media Marketing				
	6:00p - 8:30p			
Marketing with Video				
	1:00p - 4:00p			
Global Entrepreneurship Week: Nov 11-15, 2024				
	TBD			
Branding				
	9:00a - noon			
Market Research				
	9:00a - 11:00a			25
<b><i>FINANCE &amp; FUNDING:</i></b>				
Acce\$\$ to Money				
	8:30a-4:00p		31	
Financial Statement Basics				
	9:30a - 11:15a			15
Sources of Funding				
	11:30a-12:45p			15
Financial Projections				
	1:00p-2:30p			15
Financial Statement Basics				
	6:00p- 8:30p	17		
Sources of Funding				

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	6:00p - 7:30p	18		
<b>Financial Projections</b>				
	7:30p - 9:00p	18		
<b>Accessing Capital in KC</b>				
	9:00a - 11a			
<b>Fund Raising for Non-Profits - Basics</b>				
	9:00a - noon	30		
<b>Strategic Plans for Small Non-Profits</b>				
	9:00a - noon			
<b>Grantwriting Prep Bootcamp</b>				
	9:00a - noon			21
<b>Business Financial Literacy</b>				
	11:30a - 1:00p		16	
<b>Learn how to use Business Credit for your business</b>				
	6:00 - 7:30p			6
<b><i>DIGITAL PRESENCE &amp; SOCIAL MEDIA :</i></b>				
<b>Developing your OnLine Presence</b>				
	9:00a - noon			
<b>Zero Cost Social Media: Leveraging Free Platforms for Small Business Growth</b>				
	9:00a - 11:00a			
<b>Social Media 102: Paid Sources of Social Media</b>				
	9:00a - noon	5		
<b>Strategic Social Media on a Shoestring: Free Tools for Small Business Success</b>				
<b>Paid Search-Advertising with Google</b>				
	9:00a - 10:20a			
<b>Paid Social Media - Advertising with Facebook and Instagram</b>				
	10:30a - noon			
<b>Social Media &amp; Online Mktg: Content Asset Creations Strategies</b>				
	9:00a - 11:00a			
<b>Upgrade your Website for Better Business Results</b>				
	9:00a - noon	11		
<b>eMail Marketing: It's Easy and Cost Effective</b>				
	9:00a - noon			27
<b>Developing a Web Based Business</b>				
	6:00p - 8:00p			
<b><i>MANAGING YOUR BUSINESS:</i></b>				
<b>Five Ways to Use ChatGPT to Market Your Small Business</b>				
	12:00p - 1:00p		23	
<b>Everything Human Resources!</b>				
	9:00a - 11:00a		30	

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<b>Legal Basics for Small Business</b>				
<b>Protecting Your Assets: Understanding Trademarks, Copyrights, &amp; Patents for Small Businesses</b>	9:00a-10:00a			
<b>Navigating Legal Structures: Choosing the Right Business Entity and Contract Fundamentals</b>	10:15a-11:15a			
<b>Employment Law Essentials: Differentiating Between Contractors and Employees in Your Business</b>	11:30a-12:30p			
<b>Business Law and Related Tax Topics</b>	9:00a - 11:00a			18
<b>Solopreneurship 101</b>	1:00p-3:00p		1	
<b>Diverse Business Certification</b>	12:00p- 1:00p			
<b><i>ENTREPRENEURS: Small Business Success Stories</i></b>	5:30P-6:30p		TBD	

**See [KansasCity.Score.org](http://KansasCity.Score.org) for confirmation of dates, times, locations, fees and registration**