

BUSINESS EXPO WORKSHOPS AGENDA

MARCH
15

BREAKOUT WORKSHOPS Time to get down to the nuts and bolts of building your business. Be part of intensive knowledge and learning brought to you by industry experts and biz leaders. There are 2 concurrent sessions per time slot. Pick the ones that best suit your needs.

2:00pm - 3:00pm **2016 Marketing Trends to Grow your Biz:** Join marketing experts who are out in the field every day, as they discuss fresh, simpler, and innovative ideas shaping customer experience. Maximize your marketing efforts and prepare to take action.
Digital/Social Media Video Marketing PR/Earned Media

2:00pm - 3:00 pm **How to Do Business in the US:** This is geared towards international companies seeking to enter the US market.

3:30pm - 4:30pm **How to Start your Business 101:** Review the fundamentals of building your start-up team so that you are ready to launch.
Business Plan Government Regulations
Legal Structure and Taxes Banking/Access to Capital

3:30pm - 4:30pm **How to Expand Your Business:** Reach the next level of growth opportunities.
Certification Process Business Development Selling Internationally

3:00pm – 5:00pm **Business Matchmaking Session**
PRE-REGISTRATION REQUIRED AT: www.gwhcc.mybusinessmatches.com/expo

4:30pm - 5:30pm **Million Dollar Panel:** Hear from millionaires who charted new territory and built successful businesses. Get the stories behind their success and be inspired! Sponsors: Paychex, Telemundo and Washington Business Journal.



Free 1-day Event

REGISTER TODAY AT www.gwhcc.org/expo

