



## AMERICA'S SBDC VIRTUAL CONFERENCE

September 29 – September 30, 2020

AMERICA'S SBDC CELEBRATING 40 YEARS

### COVID-19/CARES Act Professional Development

In light of the COVID pandemic America's SBDC has worked with our presenters to ensure that our course offerings are geared towards providing training that is focused on the new realities and uncertainties that SBDC advisers and their clients are facing. Each course has been adapted as much as possible to address these issues.

In addition, the America's SBDC Conference & Professional Development Committee has identified the following workshops that have specific Covid-19/Cares Act information included.



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| <ul style="list-style-type: none"><li>▪ Creating A Strategic Growth Process</li><li>▪ Exit Strategy</li><li>▪ Corporate Supplier Development Readiness for Small Business</li><li>▪ Making Businesses More Resilient with an SBA Disaster Loan</li><li>▪ 1% Solution: Small Changes that Make a Big Difference</li><li>▪ Preparing a prediction of the future with financial forecasting</li><li>▪ Creating A Strategic Growth Process</li><li>▪ Exit Strategy</li><li>▪ Corporate Supplier Development Readiness for Small Business</li><li>▪ Making Businesses More Resilient with an SBA Disaster Loan</li><li>▪ 1% Solution: Small Changes that Make a Big Difference</li><li>▪ Effective Implementation of Tax &amp; Accounting Strategies for Small Businesses</li><li>▪ Preparing a prediction of the future with financial forecasting</li><li>▪ Business Valuation: The Art and The Science</li><li>▪ Business Valuation--What an ASBDC Advisor Needs to Know</li><li>▪ Improving Your Host's Understanding and Appreciation of SBDC Value</li><li>▪ Restaurant Success: Running a Great Business while Serving Great Food</li></ul> | <ul style="list-style-type: none"><li>▪ What Happens When We Fail</li><li>▪ Working with Restaurant Clients- SBDC advisers tool kit</li><li>▪ The Best Practice of Best Practices</li><li>▪ Marketing for High Tech Businesses</li><li>▪ 10 Categories of Marketing Your SBDC</li><li>▪ Analytics of Your Client's Digital Footprint</li><li>▪ Building Trust Online</li><li>▪ Omnichannel Marketing: Doing Business as Big Business</li><li>▪ Optimize Your Digital Footprint</li><li>▪ Taking the eCommerce Plunge: When, Where and How to Start Selling Online</li><li>▪ BE HAPPY: 4 Strategies to experience CALM amidst the Chaos</li><li>▪ Burnout Prevention 101: Preventing, Healing &amp; Thriving After</li><li>▪ Communicating to Effectively Manage Through Change and Chaos</li><li>▪ Cybersecurity and Winning with Government Contracting: Understanding CMMC, DFARS 252.204-7012 and NIST SP 800-171(Rev 1)</li><li>▪ Growing Businesses in the Freelance Economy</li></ul> |
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To learn more about the workshops and the virtual conference go to [www.AmericasSBDC.org/conference](http://www.AmericasSBDC.org/conference)