KANSAS SBDC AT WICHITA STATE UNIVERSITY

APRIL WEBINARS

Register at wichita.edu/ksbdcworkshops

MARKET RESEARCH FOR BUSINESS PLANS

12pm- 1:15pm • Tues, 4/5

Successful business plans require reliable data. Learn resources and strategies for market research - discover industry trends, identify competitors at home and abroad, determine your target market and find where your best customers are located. This webinar will present research tools to help you identify: key industry trends, competition and company information, and consumer and target market data.

Location: Online

STARTUP AND START RIGHT

12pm- 1pm • Thurs, 4/7

Protect all your hard work by starting your business legally. Learn how to quickly startup in just 10 steps. This webinar will cover licenses and permits, federal and state tax IDs, business structure, funding, marketing and other essentials.

Location: Online

SOCIAL MEDIA - WHERE TO START

12 pm- 1 pm • Wed, 4/13

This webinar will cover the basics of promoting your business on social media including goal setting, the benefits, and drawbacks of different platforms, planning and measuring success. Whether you are just getting started with social media or have launched and stalled, this presentation will help you focus your social media efforts on what matters most – your business' success.

Location: Online

LOAN DENIALS - COMMON REASONS AND STRUGGLES MOVING FORWARD

12 pm- 1 pm • Thurs, 4/14

What if your business loan application is denied? This webinar will cover the most common reasons for denials and show you how to overcome them. The Director of the Kansas SBDC Capital Access Center Vincent Haworth will present.

Location: Online

CREATING A MARKETING PLAN

12 pm- 1 pm • Wed, 4/20

Marketing is a key to business growth, but how do you balance your marketing efforts with everything else you do? Creating a Marketing Plan will help you create consistency in your efforts and find a balance that works for you. We will focus on setting goals, finding customers and measuring your success.

Location: Online

AMERICA'S SBDC KANSAS | WSU Wichita State University | POWERED BY SBA U.S. Small Business Administration

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REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES WILL BE MADE IF REQUESTED AT LEAST TWO WEEKS IN ADVANCE. CONTACT MARCIA STEVENS, WHO CAN BE REACHED AT 5015 EAST 29TH ST N, WICHITA, KS 67220 PHONE: 316-978-3193.

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WHAT IS HAPPENING TO BITCOIN?

12 pm- 1 pm • Wed, 4/27

After showing an incredible surge during 2021 and creating expectations of becoming an accepted medium of exchange, Bitcoin suffered a noticeable fall in value. It seems to have found a plateau. Is this a reflection of economic times and trends? Is the public less confident in bitcoin? Where is it likely to go and how could it affect small businesses? Attend this webinar and learn from a professional Bitcoin Analyst and Investment expert, Gerson Martinez.

Location: Online

STATE TAX WEBINARS

STATE TAX WEBINAR

9 am- 12 pm • Tues, 4/26

Carl York with the Kansas Department of Revenue will give you the basics in this free webinar. Topics include sales and compensating use taxes, tax forms and how to file them, estimated taxes, and recordkeeping.

Location: Online

STATE TAX WEBINAR FOR CONSTRUCTION CONTRACTORS

1 pm- 3 pm • Tues, 4/26

Carl York with the Kansas Department of Revenue will focus on sales tax issues for construction contractors and subcontractors, including those who provide services such as plumbing, carpentry, electrical, roofing, HVAC, and landscaping. Learn about applying sales tax to materials and labor, Project Exemption Certificates, tax returns, billing, and more.

Location: Online

We continue to offer confidential, no-cost advising by appointment through Zoom, phone, and email. If you want to start as a new client, follow the link below. We will review your information and contact you to schedule with your new advisor.

Advising sign-up: https://ksbdc.ecenterdirect.com/

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