



Next Steps for Small Business

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California SBDC

WHERE DO WE GO FROM HERE?

SAN DIEGO

Doubletree Hotel

San Diego

June 29 - 8 AM to 4 PM

Get ready to grow your business! The 2011 Next Steps for Small Business tour, a no-cost event, aims to help small business owners take new ground in expanding their operations. Whether it is expanding your sales through social media, learning about how to sell to the government, or finding out the many benefits to selling internationally, attendees will leave with new ideas for growth!

Each event features expert speakers who will explore “what it takes to be successful in today’s economy,” and participants will get small-group face-to-face contact time with panelists from all the breakout topics. Each year there are a handful of events business owners should not miss. This is one of them!

BREAKOUT SESSIONS

SOCIAL MEDIA & MARKETING:

Don't miss out on this revolutionary marketing movement to position your business for growth. Panelists will offer innovative ideas and techniques to help you improve sales and build customer contacts.

SELLING INTERNATIONALLY:

Arm yourself with what you need to know to tap into the international market.

ACCESS TO CAPITAL:

Don't be in the dark about what banks and investors are financing. Find out how you can position yourself to optimize your business' access to capital.

PROCUREMENT:

If you've ever thought of doing business with the government or a major corporation, our experts can help you prepare, decide if you're ready, and set you in the right direction.



To Register, visit www.californiasbdc.org/nextsteps



Business
MATCHMAKING

