

2011 WILLIAMSBURG SCORE WORKSHOP

PROGRAM SCHEDULE

**Presented At
The Greater Williamsburg Chamber and Tourism Alliance**

FIRST HALF 2011

"CUSTOMER SERVICE ON THE WEB"

Learn how to satisfy customer's needs and grow your business

Thursday, February 17, 8:30 – 10:30 am. -- Presented by Vectec

"BUSINESS LAW BOOT CAMP FOR THE SMALL BUSINESS OWNER"

Do I need an Attorney to start/represent my business?

Thursday, March 17, 8:30 – 10:30 am. -- Presented by Johnson, Gasink & Baxter, LLP.

"DO'S & DON'TS OF INTERNET MARKETING"

Top ten do's and don'ts

Thursday, April 14, 8:30 – 10:30 am. -- Presented by Vectec

"STARTING AND MANAGING A SMALL BUSINESS"

The Path to Success

Saturday, May 14, 9:30 -- 11:30 am. -- Presented by SCORE

SECOND HALF 2011

"BOOST YOUR SLOW - SEASON WITH E-COMMERCE"

Marketing your on line Storefront with E-Commerce tools & resources

Thursday, September 22, 8:30 – 10:30 am. -- Presented by Vectec

"MARKETING"

Find & hit your market target – How to get people to your business

Saturday, October 15, 9:30 -- 11:30 am. -- Presented by - SCORE

"SEARCH ENGINE OPTIMIZATION"

Learn techniques for getting your business seen by thousands of Prospective Customers

Thursday, November 17, 8:30 – 10:30 am. -- Presented by Vectec