

FREE EVENTS
*for Wisconsin
Small Business*

**Hosted and
Presented by**

Wisconsin Economic
Development
Corporation (WEDC)

US Small Business
Administration (US SBA)

Wisconsin Department
of Transportation
(WisDOT)

Wisconsin Department
of Administration (DOA)

American Indian
Chamber of Commerce
of Wisconsin (AICCW)

Heartland Information
Research (HIR)

Wisconsin Procurement
Institute (WPI)

Agenda

- ★ **Registration** – 8:30am
- ★ **Program Session**
9:00am - noon
- ★ **Networking and
individual meetings**
Noon – 1:00pm

For updated
information and
registration visit

<http://tinyurl.com/premarketplace14>

or contact Larry Herrera

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or call 414-270-3600

**REGISTRATION
IS REQUIRED**

Creating, Developing, and Growing New Business Opportunities Diversifying Your Sales Pipeline

WHAT YOU WILL LEARN

- ★ Understanding different market segments - a customer matrix
 - Large Companies
 - Government – Local, State, Federal, Tribal
 - Business to Business
 - Business to Consumer
- ★ Positioning your business – where do you fit
- ★ How to prepare to meet with potential customers
 - Marketing materials
 - Selling
- ★ Locating business development resources

DATES AND LOCATIONS

- ★ August 26 – Milwaukee, Hispanic Chamber of Commerce of WI
- ★ September 9 – Wausau, Wausau Region Chamber of Commerce
- ★ September 10 – Milwaukee, Milwaukee County Research Park
- ★ September 16 – Hayward, Hayward City Hall
- ★ September 18 – Green Bay, Northeast WI Technical College
- ★ September 23 – Madison, WI Women's Business Initiative Corporation
- ★ September 25 – Carter, Potawatomi Carter Hotel and Casino
- ★ September 30 – Eau Claire, Western Dairyland
- ★ October 2 – Milwaukee, Urban League
- ★ October 7 – Racine, LaunchBox of Racine
- ★ October 8 – Wisconsin Dells, UW Baraboo
- ★ October 9 – La Crosse, SBDC – UW La Crosse

SUPPORTING PARTNERS

African American Chamber of Commerce of Greater Milwaukee - American Indian Chamber of Commerce of WI - City of Hayward - Great Lakes Inter-Tribal Council - Hispanic Chamber of Commerce of WI - Hmong WI Chamber of Commerce - Latino Chamber of Commerce of Dane County - Latino Entrepreneurial Network of Southeastern WI - LaunchBox of Racine - Madison Black Chamber of Commerce - Madison Latino Chamber of Commerce of Dane County - Madison Urban League - Milwaukee County Research Park (MCRP) - Milwaukee Urban League - Multicultural Institute - Northeast WI Technical College (NWTC) - Potawatomi Carter Hotel and Casino - University of WI – Baraboo - Urban League of Greater Madison and Milwaukee - Wausau Region Chamber of Commerce - Western Dairyland - WI Housing and Economic Development Authority (WHEDA) - WI SBDC La Crosse - WI Unified Certification Program Partners (UCP) - WI Women's Business Initiative Corporation (WWBIC) - WI Black Chamber of Commerce

**More information - MARKETPLACE 2014 October 22 – 23 2014 Milwaukee, WI
- visit www.MarketplaceWisconsin.com**