

JULY 2025 • KANSAS SBDC AT WSU TRAINING OPPORTUNITIES

Register at www.wichita.edu/trainwithsbdc.

AUTOMATED WORKFLOWS: BOOST EFFICIENCY TO SCALE YOUR BUSINESS

Automation can be a game-changer for businesses looking to save time and work more efficiently. Learn how to build automated workflows that reduce manual tasks, improve accuracy, and free up your team to focus on what matters most. You'll also explore how to connect automation tools with platforms like CRMs and email systems to streamline communication, boost productivity, and support long-term business growth.

Wednesday, July 2 • 9:00 a.m. - 10:00 a.m.
Cost: \$15.00
Location: Online

MANAGE YOUR OWN SOCIAL MEDIA

Social media can be a lot to manage, especially when working with limited time and resources. This training offers practical, budget-friendly tools and strategies to help you plan content, stay consistent, and build a strong online presence. You'll leave with tips you can use right away to manage your social media with more confidence and creativity.

Thursday, July 3 • 12:00 p.m. - 1:00 p.m.
Cost: None
Location: Online

CANVA HACKS FOR SOCIAL MEDIA

Strong visuals are key to standing out on social media and making a lasting impression. In this hands-on, creative session, you'll learn simple Canva tips and tricks to design eye-catching, on-brand content that captures attention and supports your marketing goals. Whether you're creating posts, ads, or stories, you'll walk away with practical skills you can use right away.

Thursday, July 3 • 1:30 p.m. - 2:30 p.m.
Cost: None
Location: Online

ACCOUNTING FOR NON-ACCOUNTANTS

A clear understanding of your financials can strengthen every part of your business. This session explains the purpose and structure of balance sheets, income statements, and other key reports so you can confidently assess performance, plan ahead, and make informed financial decisions.

Monday, July 7 • 12:00 p.m. - 1:00 p.m.
Cost: None
Location: Online

AI AGENTS FOR YOUR BUSINESS: WHAT THEY ARE, HOW THEY WORK, AND WHY THEY MATTER

AI Agents are redefining how businesses operate by taking on repetitive tasks, streamlining workflows, and increasing overall efficiency. Gain a clear understanding of what AI Agents are, how they function, and how they can be integrated into your existing systems. From improving customer interactions to supporting data-driven decisions, you'll see how AI can help you work smarter and grow faster.

Thursday, July 10 • 9:00 a.m. - 10:00 a.m.
Cost: None
Location: Online



TAKE YOUR BUSINESS TO THE NEXT LEVEL!

Scan the QR code or visit the link below to request confidential, no-cost, one-on-one advising with the Kansas SBDC at WSU.

www.wichita.edu/ksbdc/requestadvising

DON'T MISS OUT! REGISTRATION CLOSES AT NOON THE MONDAY PRIOR TO THE EVENT.



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact us at 316-978-3193, ksbdc@wichita.edu or 5015 E. 29th St. N., Wichita, KS 67220.

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SMALL BUSINESS

MARKETING MEETUP



Be empowered to take your marketing efforts to the next level. Join us for a full day of expert-led sessions, practical tools, and real-world strategies designed for small business success. Learn how to refine your marketing approach, use research to make smarter decisions, avoid costly website mistakes, and boost your visibility with low-cost tools like Every Door Direct Mail (EDDM).

Friday, July 11 • 10:00 a.m. - 2:15 p.m.

Cost: \$10.00 to attend

Location: WSU Hughes Metropolitan Complex

Register and learn more at
www.wichita.edu/MarketingMeetup2025 or
email ksbdc@wichita.edu.

MARKETING WITH AI

With the right data, your marketing becomes more targeted and effective. AI makes it easier to uncover insights, analyze competitors, and understand your audience. Learn how to use these tools to craft a brand message that stands out and drives real results.

Thursday, July 17 • 9:00 a.m. - 10:00 a.m.

Cost: \$10.00

Location: Online

EXPLORING OPPORTUNITIES WITH LINKEDIN

LinkedIn is one of the most powerful platforms for small business owners looking to expand their network, build trust, and connect with other professionals. Learn how to create a standout profile, navigate LinkedIn's features with purpose, and promote both yourself and your business to attract meaningful B2B opportunities.

Thursday, July 17 • 10:30 a.m. - 11:30 a.m.

Cost: \$10.00

Location: Online

WHAT IS SBA HUBZONE PROGRAM AND THE GOVERNOR'S DESIGNATED HUBZONES IN KANSAS

The HUBZone Program gives small businesses a valuable advantage in government contracting, including a possible 10 percent price preference. Learn how this certification can open new opportunities, who is eligible, and what steps are needed to apply. SBA Wichita District Director Wayne Bell will walk you through the key benefits and application process.

Thursday, July 17 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Online

**FOLLOW US TO STAY UPDATED
ON EVENTS, GAIN TIPS AND RESOURCES!**

  @KSBDC.WSU  @KSBDC-WSU

  @KSBDCWSU



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CREATING VIDS, IMAGES AND MORE WITH AI

Elevate your content with AI-powered visuals and video. This session explores tools like Runway AI and Veo 3 to help you create custom videos, audio, and graphics for marketing, social media, and more.

Wednesday, July 23 • 9:00 a.m. - 10:00 a.m.
Cost: \$25.00
Location: Online

START UP AND START RIGHT

Ready to bring your business idea to life? This webinar will guide you through 10 essential steps to start your business with confidence. Learn how to choose a business structure, register properly, handle taxes and licenses, explore funding options, and take action toward a successful launch.

Tuesday, July 29 • 12:00 p.m. - 1:00 p.m.
Cost: None
Location: Online

STATE SALES TAX FOR RETAILERS

In partnership with the Kansas Department of Revenue, this webinar breaks down essential tax topics for business owners. Learn the differences between Sales Tax, Retailers' Compensating Use Tax, and Consumers' Compensating Use Tax, along with what's taxable, how to manage records, file forms, use exemption certificates, and understand Withholding Tax.

Thursday, July 24 • 9:00 a.m. - 12:00 p.m.
Cost: None
Location: Online

STATE SALES TAX FOR CONSTRUCTION CONTRACTORS

If you're in plumbing, electrical, HVAC, roofing, landscaping, or similar trades, this webinar covers the sales tax rules that matter to you. In partnership with the Kansas Department of Revenue, it explains how tax applies to materials and labor, how to use Project Exemption Certificates, and how to manage billing, returns, and related requirements.

Thursday, July 24 • 1:00 p.m. - 3:00 p.m.
Cost: None
Location: Online

MORE OPPORTUNITIES!

- 8/7 • Creating GPTs for Your Business
- 8/12 • Hiring Your First Employee
- 8/14 • Business Operations with AI
- 8/14 • A Beginner's Guide to Short Form Videos
- 8/14 • Delegation for Leaders: A Guide for Small Business Owners
- 8/19 • QuickBooks Online Training for Beginners
- 8/19 • Introduction to Intellectual Property
- 8/20 • Automated Workflows: Boost Efficiency to Scale Your Business
- 8/21 • QuickBooks Online Training for Intermediate
- 8/21 • The Economics of a Small Business Start-Up
- 8/26 • How to do Business with the City of Wichita
- 8/26 • Start Up and Start Right
- 8/28 • Creating Vids, Images and More with AI
- 8/28 • Why We Click: Psychology Secrets for Social Media Growth



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