

APRIL 2024 • KANSAS SBDC AT WSU WEBINARS & WORKSHOPS

Register at wichita.edu/ksbdcworkshops.

SPRING CLEAN YOUR SOCIAL MEDIA

Is your social media cluttered with outdated information and irrelevant connections? Does it no longer reflect your current brand or interests? Join us for a refreshing "spring clean" of your social media presence! In this interactive webinar, we'll guide you through a step-by-step process to update your information, elevate your strategy, and implement some new habits.

Tuesday, April 2 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Online

STARTUP AND START RIGHT

Ready to turn your business idea into reality? This webinar untangles the startup process and guides you through ten essential steps. We'll navigate licenses, taxes, business structure, funding, and more with clear explanations and actions to take!

Wednesday, April 10 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Online

ENTREPRENEURSHIP RESEARCH LUNCH & LEARN SERIES**

PATENT SEARCHING TECHNIQUES

Take the mystery out of patent searching by developing tools to make understanding prior art easier to locate. This hands-on workshop will dive into exploring the various databases and decoding classification codes.

Friday, April 12 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Hybrid **

** Co-hosted by the Wichita State University Libraries. In-person attendees are encouraged to bring their own lunch to the Digital Learning Commons located in Ablah Library on WSU Main Campus.

ONE-ON-ONE ADVISING



Kansas SBDC at WSU continues to offer customized, confidential, no-cost advising by appointment.

Scan the QR code to learn more and become a client, or visit:

wichita.edu/ksbdc/signup

MANAGE OWN SOCIAL MEDIA

Developing a strategy, creating content, and managing your social media can feel overwhelming. Paying someone to do it can ALSO be challenging or break your budget. Join us to learn budget-friendly tips and tricks and be your own social media manager.

Tuesday, April 16 • 12:00 p.m. - 1:00 p.m.

Cost: None

Location: Online

UNLEASH THE POWER OF YOUR CREDIT

Are you a passionate entrepreneur but lack established business credit? Don't let that hold you back! This session equips you with knowledge and strategies to leverage your personal credit history and build a solid foundation for your business finances.

Thursday, April 18 • 10:00 a.m. - 11:00 a.m.

Location: Online

Cost: None

NOTICE! Registration for all Kansas SBDC at WSU training closes at 12:00 p.m. the day 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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QUICKBOOKS ONLINE TRAINING FOR BEGINNERS

Learn how to use QuickBooks Online software to help manage your company's finances from anywhere using the cloud. This webinar covers setting up your company account, navigating the user interface, recording common transactions, and running reports to assess your company's performance. Learn how to set up products and services, customers, vendors, sales tax, and more.

Tuesday, April 23 • 9:00 a.m. – 12:00 p.m.
Cost: \$179.00
Location: Online

QUICKBOOKS ONLINE TRAINING FOR INTERMEDIATE USERS

Build on the skills learned in the Beginners course and learn how to make the most of this cloud-based accounting software to manage your company's finances more efficiently. This webinar covers more complex concepts including setting up sales tax, creating estimates, recurring transactions, inventory management, journal entries, and payroll. Also learn how to manage accounts receivable and accounts payable, reconcile accounts, and analyze reports.

Thursday, April 25 • 9:00 a.m. – 12:00 p.m.
Cost: \$179.00
Location: Online

ACCOUNTING FOR NON-ACCOUNTANTS

Do you ever feel overwhelmed by financial terms like "balance sheet" or "income statement"? This introductory session, designed specifically for those new to accounting, is the perfect starting point. By gaining a grasp of financial cornerstones, you'll be well-equipped to make informed decisions that contribute to the success and growth of your business.

Tuesday, April 30 • 12:00 p.m. - 1:00 p.m.
Location: Online
Cost: None

COFFEE & CONNECTIONS



Human Resources can be challenging whether you have one employee or 50, but there are resources and professionals available to help! Join us for Coffee & Connections to brainstorm with other small business leaders about common HR issues and perhaps discover a unique solution. We invite independent Human Resource professionals passionate about helping small businesses to also join us to share your expertise and experiences.

Tuesday, April 23 • 8:00 a.m. – 9:00 a.m.
Cost: \$5.00 for HR Professionals
Location: WSU Metroplex

SAVE THE DATE!
MAY 2, 2024

**WE'RE CELEBRATING NATIONAL
SMALL BUSINESS WEEK IN A BIG WAY!**



Building a Better Business

A Conference on Growth & Sustainability

Invaluable insights, actionable strategies, and networking opportunities, all aimed at propelling your business forward. Co-hosted by Kansas SBDC at WSU and SCORE Greater Wichita.



SHOP TO CELEBRATE

A special pop-up market featuring over 30 local vendors, just in time for Mother's Day.

E3 AWARDS CEREMONY

Recognizing the accomplishments of four outstanding small businesses.



FOR THE LATEST UPDATES, FOLLOW KANSAS SBDC AT WSU ON SOCIAL MEDIA!



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