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News for Darien

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Four Free Presentations for Small Businesses Presented by Darien and New Canaan Chambers of Commerce

Author : David Gurliacci

Categories : [Business](#)

Tagged as : [Darien Chamber of Commerce events 2019](#)[Small Business 2019](#)

Date : April 29, 2019

The Darien Chamber of Commerce is partnering with the New Canaan Chamber of Commerce to sponsor "Small Business—Big Ideas" a four-part workshop series for small businesses.

— *an announcement from the* [Darien Chamber of Commerce](#)

Each workshop will have its own topic and panel of experts. Networking time will be available after the presentation. All four workshops will be at the New Canaan Library on the next four Tuesday evenings. Each of the events in this series is open to chamber members and non-members.

If You're Going ...

- Location: New Canaan Library at 151 Main St., New Canaan
- Time: 6:30 to 7:30 p.m.
- Free and open to the public.
- **Registration is required beforehand:** [You can do it here.](#)

How to Help Your Big Ideas Grow Into Big Business! — *Tuesday, April 30* — Whether you are still putting your big idea onto paper or you're running your small business and are looking for growth strategies, join us and hear what the CT Small Business Development Center has to say.

This talk will discuss the current state of business plans — what's needed, what isn't, what tools can shortcut the process. We will cover different ways to access capital to help grow your business including the decision of equity vs debt, an overview of local partners who can help and the best way to make a solid first impression on your banker.

Finally, we'll cover the variety of state resources that are available to help you turn your big idea into reality! Presenter: Christine Sullivan of the CT Small Business Development Center.

Marketing in Today's Climate and When to Bring in the "Professionals" — *Tuesday, May 7* — Join The Two Heads Podcast as they discuss the many facets of Marketing. What's easy to do yourself and when you should bring in an expert. Be a part of a live audience as another edition is recorded. Presenters: PJ Fladd of Nurenu Brand Marketing and Rich Gee, business coach and founder of the Rich Gee Group

Cyber Security: Creating a Safe Environment for You, Your Home & Your Business — *Tuesday, May 14* — Connectivity brings increased risk of theft, fraud, and abuse. With our dependence on modern technology, we become more vulnerable to cyberattacks such as workplace security breaches, spear phishing, and social media fraud.

Our panel of professionals from Rand Insurance, Innovated Network Solutions and ID Shield will talk about how to safeguard and secure your cyberspace. Attendees will walk away with the top 10 actions necessary for maximizing their own online security. Presenters: Paul Mercado, vice president at Rand Insurance; Eric Barret Innovative Network Solutions; Oscar Capel, ID Shield

Teach Your Customers To Love You One Email At A Time! — *Tuesday, May 21* — Action steps you can use right away, plus real-life examples and suggested tools to build a following and grow your business. Come learn about the "5 Easy Ways to harness the Power of the Inbox." The presenter is marketing technologist Lynn Moore.