

Tools For Success: Business Workshop Series

@The Hub at Marketsquare
Chicopee, MA



All workshops:
5:30pm – 6pm: Networking
6:00pm – 7:30pm: Presentation

Interactive Sessions ✓

**Learn skills to grow your
business** ✓

**Ideal for existing
businesses and
startups** ✓

No Cost to Attend ✓

FREE & Easy Sign up online:
<https://bit.ly/ChicopeeBizWorkshops>



Upcoming Workshops

NOV
17

Financial Foundations for Small Business Success

A practical workshop on types of costs, budgeting strategies, forecasting, choosing the right business entity, and compensation planning.

NOV
19

Social Media Marketing for Small Businesses

Learn how to create an impactful presence on major platforms, build engagement with your audience, and generate leads and sales. Topics include content calendars, engaging posts, and analytics.

NOV
24

Storytelling for Business Growth

Discover how to craft and share your business story in a way that connects with customers and strengthens your brand. Learn authentic narrative techniques to build loyalty and trust.

DEC
2

Offline Marketing Strategies and Public Relations

Explore traditional media, community engagement, and offline marketing tools such as press releases, events, print marketing, sponsorships, and partnerships.

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Questions? Contact the Chicopee Community Development Department at 413-594-1490

Upcoming Workshops

DEC
4

How to Build A Strong Brand

This workshop covers strategies and tactics that can be implemented within budget to create valuable content, attract followers, and strengthen brand identity.

DEC
8

Tax Essentials for Massachusetts Restaurants

Tailored for restaurant owners, this workshop covers meals tax, sales tax compliance, payroll setup, employee tax responsibilities, and record-keeping for restaurants.

DEC
11

Tax Strategies & Smart Compensation for Small Business Owners

This workshop covers tax planning and compensation strategies for sole proprietors, partnerships, and S Corps. Learn about deductions, retirement planning, and recent tax law changes.

JAN
12

Streamlining Restaurant Operations

Learn how to improve daily efficiency through standard operating procedures (SOPs), staff training, point of sale (POS) and inventory systems, and better scheduling to reduce waste and strengthen performance.

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Upcoming Workshops

JAN
21

Unlocking Resources: Business Support Services in Chicopee

This workshop introduces small businesses to the support ecosystem in Chicopee, including the Chicopee Chamber of Commerce, Massachusetts Small Business Development Center Network, SCORE, LEDC, and the LGBTQ Chamber of Commerce. Learn how to access mentorship, networking, and funding opportunities.

JAN
26

Growing with Systems & Customer Engagement

Discover how to use CRM tools, project management strategies, and performance monitoring to grow your restaurant strategically while maintaining quality and customer loyalty.

FEB
2

Bookkeeping Basics for Small Businesses

An introduction to bookkeeping systems and accounting principles for small businesses. Participants will learn how to get financial statements, manage records, and apply accounting best practices.

FEB
4

Accessing Capital: Funding & Financing Options for Small Businesses

This workshop will guide entrepreneurs through the process of identifying and securing funding to grow their businesses. It will cover traditional loans, lines of credit, grants, venture capital, and alternative financing options (crowdfunding, CDFIs, microloans).

FEB
9

Welcome to Chicopee: Relocating Your Business Made Simple

Business owners will gain clarity on permits, processes, and support services for relocation.

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