



Lake County
**Small
 Business**



Friday, April 20, 2018 • 7:30 a.m. to 1 p.m. • Lakeland Community College



Registration Information

Vendor Registration

For more details and to register as a vendor, call the Lake County Chambers at 440.357.7572.

Chamber Members – Vendor Table	Non-Members – Vendor Table
6-foot EXPO Vendor Table \$200	6-foot EXPO Vendor Table \$300
12-foot EXPO Vendor Table..... \$350	12-foot EXPO Vendor Table \$450

Attendee Registration

For more details and to register, visit lakecountychambers.com/bizexpo. Questions? Call 440.255.1616.

Chamber Members.....	FREE *
Non-Members.....	FREE with Business Card*

**Includes continental breakfast and lunch*



Printing provided by Jones Printing.





Mark your calendars and register for this county-wide business to business networking event. Visit and network with businesses from across Lake County during the EXPO. Plus take advantage of attending three different small business learning workshops on topics covering marketing, sales and more!

Here are four reasons why you can't afford to miss this event -

- #1 New business! – Develop business leads and new customers
- #2 Invaluable Networking – Network with peers in the Lake County small business community
- #3 New ideas – Shop for new innovative products and services to meet the needs of your business
- #4 Learn – Take advantage of the three small business workshops covering critical topics for small businesses

Workshops and Keynote Schedule

8-8:45 a.m.

Keynote Presentation - The Arc of Ambition with Bob Fiala

Small business owners face difficult decisions every day from clearing the hurdles of a startup, to issues relating to growth, and ultimately reaching the goal of sustaining growth. Bob Fiala, former CEO and Founder of TDA Architecture and Mayor of the City of Willoughby, joins us to share the decisions he made to achieve success. He'll share his experiences with risk-taking, acceptance of failures (and successes), and maintaining focus to achieve the ambitious goals needed for business success.

10-10:45 a.m. Best in Marketing by Lake Communicators

Topic 1 - "How to Leverage the Best Social Media Platform for Your Brand"

Contrary to popular belief, targeting every social media platform isn't necessary for every business marketing strategy. Find out how to leverage the best platform to reach the right audience for your brand.

Speaker: Frechic Dickson, C7Branding

Topic 2 - "Stick to the Script: How to Maximize Your Message"

Small businesses often have limited time and other resources for marketing. Learn how to consistently use the right message in the right medium and make the most of your marketing.

Matt Keough, Bright Kestrel, Ltd.

Schedule at a Glance

Registration	7:30 a.m. – 1 p.m.
Networking Breakfast and Keynote Speaker.....	8-8:45 a.m.
EXPO Trade Show Area is Open.....	8:45 a.m. to 1 p.m.
Workshops	10-10:45 a.m. and 11-11:45 a.m.
Networking Lunch	noon – 1 p.m.

Topic 3 - "Email Marketing: Hope You're not Blasting Everyone with the Same Stuff"

There's a lot of noise in the email space today but it can be an integral piece of your marketing if used properly. Marketing Automation gives you the power to tailor the message and timing to each reader based on their interests and engagement with your brand.

Jim McClintock, Company 119

11-11:45 a.m.

Creating a Culture of Excellence

What is your role as a business leader in creating a culture of passion for your mission; autonomy and accountability? Even small organizations can have high performing employees at every level when the culture is designed for success. Learn strategies that can enhance engagement, attendance, accountability and performance!

Jesse Baginski, Leadership Lake County

