



Lake County  
**Small Business** EXPO 2020  
 Learning & Networking

Presented by:  
**TechDynamix** we make IT better

May 1, 2020 • 7:30 a.m. - 2 p.m. • Lakeland Community College



# Registration Information

## Vendor Registration

Online at [mentorchamber.org/smallbusinessexpo](http://mentorchamber.org/smallbusinessexpo) or by phone at 440.255.1616. This is a preregistration event.

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

*Includes continental breakfast and lunch.*  
 For more details and to register, visit [mentorchamber.org/smallbusinessexpo](http://mentorchamber.org/smallbusinessexpo).  
 Questions? Call 440.255.1616.

Chamber Members.....	\$10
Non-Members.....	\$10 with Business Card





Mark your calendars and register for this county-wide business to business networking event. Network with businesses from across Lake County during the EXPO. Plus, take advantage of five different small business learning workshops on topics covering marketing, HR 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 five small business workshops covering critical topics for small businesses

## Schedule at a Glance

Registration .....	7:30 a.m. – 1 p.m.
Networking Breakfast .....	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., 11-11:45 a.m. & 1-1:45 p.m.
Networking Lunch .....	noon – 1 p.m.

## Workshop Schedule

### 10-10:45 a.m. - Choose one Design Thinking 101

Looking for a more human-centered approach to solving challenges in your workplace? In this hands-on session, you will learn the process and mindsets of design thinking used by innovators and thought leaders from startups to Fortune 500 companies. Come prepared to actively participate.

*Speaker: Sam Ciferno, Lakeland HIVE*

### Sweat the Small - How Attention to Detail Creates a Work Culture that ROCKS!

Face it, most employees are disengaged at work. Instead of throwing money at the problem, try these simple strategies to create stronger loyalty, commitment and connection to your company. By

paying attention to your team members, you'll keep your top talent from becoming someone else's.

*Speaker: Lisa Ryan, Grategy*

### 11-11:45 a.m. - Choose one How to MAKE Your Small Business Grow

Promotion is the key to growing your business, but don't be fooled into thinking that high-cost design studios and print shops are your only option. The truth is, promotional materials don't have to cost an arm and a leg. During this workshop, you'll learn how to utilize free and low-cost resources in order to do more with less by partnering with the HIVE makerspace at Lakeland Community College.

*Speaker: Owen Schoeniger, Lakeland HIVE*

### The Power of the Inbox: Tips and Tricks for Successful Email Marketing

What is the first impression you give when they see you in their email inbox? And when they see you there, what do they do?

This powerful workshop takes you step-by-step through the five easy steps to effective email marketing. From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work (and those that don't!), this workshop will give you the keys to the most effective marketing you can do: email marketing. Join us!

*Speaker: Diane Helbig, Seize This Day*

### 1-1:45 p.m. Creating Digital Content That Sticks - Converting Fans to Customers

Are your potential fans scrolling right past your social media posts? In this workshop, we'll learn some of the key methods you can use to get them to stop, read, watch and listen to your posts, and then follow through with your call to action.

*Speaker: Lindsay Sims, Predictable Results Marketing*

