



**April 28, 2023**  
**8 a.m. - 2 p.m.**  
 Lakeland Community College



Mark your calendars and register for this countywide business-to-business networking event. Network with businesses from across Lake County during the EXPO. Plus, take advantage of attending a variety of small business learning workshops on digital marketing, networking and building healthy office cultures.

**The 4 reasons 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 small business learning workshops covering critical topics for small businesses.

**Schedule at a Glance**

- Registration  
8 a.m. – 1 p.m.
- Networking Breakfast  
8–9 a.m.
- EXPO Trade Show Area is Open  
8 a.m. to 1 p.m.
- Workshops  
9-9:45 a.m.  
11–11:45 a.m.  
1-1:45 p.m.
- Networking Lunch  
Noon – 1 p.m.

9:00	<b>9 a.m. Get Social with 440 Marketing</b> <i>Sarah Bals, 440 Marketing</i>	<b>9 a.m. Structured Networking for Attendees</b> <i>Share you elevator pitch and meet others who are looking to connect.</i>
10:00	<b>10 a.m. Open Networking and Trade Show</b>	
11:00	<b>11 a.m. Finding Your Voice Online to Find More Customers</b> <i>Alex Zinni, Alpha Key Digital</i>	<b>11 a.m. Structured Networking for Attendees</b> <i>Share you elevator pitch and meet others who are looking to connect.</i>
12:00	<b>12 p.m. Networking Lunch</b>	
1:00	<b>1 p.m. Hybrid is Here to Stay</b> <i>Jessica Harklau, Hylant</i>	<b>1 p.m. Social Media Domination: Capture your customer's attention &amp; grow your business with short-form video content.</b> <i>Dom Mann, Dom Mann Productions</i>



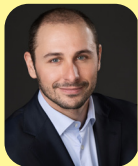
440 MARKETING

The new era of social media marketing is ever-changing! Sarah Bals dives into the latest and greatest trends with Google Business Page, Facebook, Instagram, Tik-Tok and more. Learn techniques you may not be using, platforms that are useful for your business and ways that you can get the word out to the right audience.



DM PRODUCTIONS

It's getting more difficult to engage your customer! Quick video content can capture your customer's attention and grow your business. In this session, we'll cover: using short-form video to sell your products/services, identifying your audience, gaining visibility on social media, and even creating a short-form video on the spot.



Alpha Key DIGITAL

Businesses must have a presence online. More and more consumers are looking at the content companies produce on social media. This informs them when making buying decisions. LinkedIn, Twitter, Facebook, Instagram, YouTube and more are now tools that cause customers to buy or pass on a particular company. So with that said, how do you find your unique voice as a business and communicate via these channels? We will cover practical tips and best practices to help you thrive online.



HYLANT

COVID-19 has changed the workforce. Post-pandemic employers have identified the need to continue to offer hybrid or completely remote work schedules. With this, there can be challenges in engagement, culture, climate, mental well-being and more. Learn how to address these challenges and how to support your employees.

**Registration Information**

**Vendor Registration**

Online at [easternlakecountychamber.org/smallbusinessexpo](http://easternlakecountychamber.org/smallbusinessexpo) or by phone at 440.357.7572. This event requires preregistration.

Chamber Members – Vendor Table  
6-foot EXPO Vendor Table - \$200

Non Members – Vendor Table  
6-foot EXPO Vendor Table - \$300

**Attendee Registration**

*Includes continental breakfast and lunch.*

Chamber Members and Non-Members - \$15

For more details and to register, visit [www.easternlakecountychamber.org/smallbusinessexpo](http://www.easternlakecountychamber.org/smallbusinessexpo). Questions? Call 440.357.7572.