

Creating, Developing, and Growing New Business Opportunities Diversifying Your Sales Pipeline

FREE EVENTS
for Wisconsin
Small Business

Hosted and Presented by

Wisconsin Economic
Development
Corporation (WEDC)

US Small Business
Administration (US SBA)

Wisconsin Department
of Transportation
(WisDOT)

Wisconsin Department
of Administration (DOA)

American Indian
Chamber of Commerce
of Wisconsin (AICCW)

Heartland Information
Research (HIR)

Wisconsin Procurement
Institute (WPI)

Agenda

- ★ **Registration** – 8:30am
- ★ **Program Session**
9:00am - noon
- ★ **Networking and
individual meetings**
Noon – 1:00pm

For updated
information and
registration visit

<http://tinyurl.com/premarketplace14>

or contact Larry Herrera

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or call 414-270-3600

**REGISTRATION
IS REQUIRED**

WHAT YOU WILL LEARN

- ★ Understanding different market segments - a customer matrix
 - Large Companies
 - Government – Local, State, Federal, Tribal
 - Business to Business
 - Business to Consumer
- ★ Positioning your business – where do you fit
- ★ How to prepare to meet with potential customers
 - Marketing materials
 - Selling
- ★ Locating business development resources

DATES AND LOCATIONS

- ★ August 26 – Milwaukee
- ★ September 9 – Wausau
- ★ September 10 – Milwaukee
- ★ September 16 – Hayward
- ★ September 18 – Green Bay
- ★ September 23 – Madison
- ★ September 25 – Carter
- ★ September 30 – Eau Claire
- ★ October 2 – Milwaukee
- ★ October 7 – Racine
- ★ October 8 – Wisconsin Dells
- ★ October 9 – La Crosse

SUPPORTING PARTNERS

- ★ City of Hayward
- ★ Ethnically Diverse Chambers of Commerce in Wisconsin
- ★ LaunchBox of Racine
- ★ Milwaukee County Research Park (MCRP)
- ★ Northeast Wisconsin Technical College (NWTC)
- ★ Potawatomi Carter Hotel and Casino
- ★ University of Wisconsin - Baraboo
- ★ Urban League of Greater Madison and Milwaukee
- ★ VETransfer
- ★ Wausau Region Chamber of Commerce
- ★ Western Dairyland
- ★ WI Women's Business Initiative Corporation (WWBIC)
- ★ Wisconsin Housing and Economic Development Authority (WHEDA)
- ★ Wisconsin SBDC – La Crosse
- ★ Wisconsin Unified Certification Program Partners (UCP)

More information - **MARKETPLACE 2014 October 22 – 23 2014 Milwaukee, WI**
- visit www.MarketplaceWisconsin.com