



**Women's Entrepreneurial
Opportunity Center**



AN ENTREPRENEURIAL COMMUNITY

2020 EVENTS SCHEDULE

THIRD THURSDAY CONNECTIONS

You are invited to attend monthly discussions surrounding technology in the healthcare arena. Connected Health Lab is funded in part through a cooperative agreement with the U.S. Economic Development Administration.

INS AND OUTS OF SELLING ON AMAZON

Redesigned Retail serves brands selling on Amazon. They will share their knowledge with attendees. They will walk attendees through uploading, promoting, and shipping.

FEB 12 6-7:30 PM

SPRING INTO ACTION

Start the year off on the right foot by learning how to use Google Analytics to gain insights into how consumers engage with businesses online. Learn best practices analyzing customer trends and turning these insights into actionable decisions.

NEI SCORE & WEOC

MAR 11 12-1 PM

CAFFEINATED CONVERSATIONS

Attendees will present their business to a panel of experts (CPAs, Attorneys, Insurers, Lenders, etc) and ask questions about building their businesses. This is a speed networking format.

April 8 8-9 AM

IDEAS@WORK

The NIIC's annual Ideas@Work Signature Event Series convenes up to 500 entrepreneurs, business leaders, and students to fuel the innovative and entrepreneurial spirit in Northeast Indiana and the greater region. The Parkview Mirro Center for Research and Innovation serves as the event venue. This event series has featured dynamic, distinguished leaders in innovation and entrepreneurship.

APR 21 11-1 PM

NATIONAL SMALL BIZ WEEK LIVESTREAM

Connect with other business owners as you view the Google Live stream from the NIIC. Learn about SEO best practices, how to set up a free YouTube business channel, and getting found online with Google My Business.

NEI SCORE & WEOC

May 6 12-1 PM

MONEY STORIES

Listen to a panel of Fort Wayne women discuss how money was viewed in childhood and what role it plays in their lives today. Learn how it has affected their careers or businesses. Learn best practices and receive answers to your deepest questions surrounding money.

1ST SOURCE BANK & WEOC

May 12 7:30-9 AM

DIGITAL SKILL SUMMER SCHOOL

Join us for our annual Digital Skills Summer School to learn about how digital tools can help you get organized, increase your productivity, and manage time more efficiently.

NEI SCORE & WEOC

Jul 22 12-1 PM

GETTING OUT THERE: FULL DAY WORKSHOP

Personal Representation on Social Media will kick off the morning. The rest of the day you will learn from Social Media experts on promoting your business. Determine your goal, Develop a strategy, Schedule for content creation, Tour each platform.

1st Source BANK & WEOC

Aug 14 7:30-2 PM

BUYING / SELLING A BUSINESS

Join us to listen to a panel of business owners who have purchased an existing business or sold their businesses. 1st Source Bank representatives will be on hand to walk you through the ins and outs of both sides.

1st Source Bank & WEOC

SEP 15 7:30-9 AM

TAKE A HIKE FOR MENTAL WELL BEING

Business owners manage two or more mental health illnesses while running their businesses. To celebrate Mental Health Awareness Day, we will take a hike on one of the ACRES beautiful properties.

OCT 10 8-10 AM

GOOGLE ANNUAL HOLIDAY LIVESTREAM

Kick start the holiday shopping season by marketing your business. We'll discuss how to get in front of your customers and showcase what you offer using Google My Business, Google Ads, and more.

NEI SCORE & WEOC

OCT 14 12-1 PM