2014 MISSOURI BUSINESS CONFERENCE

Honorary Host:
Congresswoman Vicky Hartzler

TUESDAY
OCTOBER 7, 2014
8:00 A.M. – 3:00 P.M.

Elliott Union Room 240
University of Central Missouri
Warrensburg, MO

Although the conference is free and open to the public, you must register in advance.

To register, please visit MOBusinesConference.eventbrite.com no later than October 6.

STRATEGIES FOR SUCCESS

A free conference designed to help Missouri's small business owners be more successful

8:00 a.m. **Registration and Networking**, Union 240
Continental Breakfast.

9:00 a.m. **Welcome and Opening Remarks**
Honorary Host Vicky Hartzler, Congresswoman, 4th Congressional District.

9:30 a.m. **Panel I Discussion: Growth Strategy/Mentorship**
Experts in developing a business will discuss insights for growth strategy including understanding market development, channel management, and goods and services expansion.

11:00 a.m. **Panel II Discussion: Launch Strategy/Innovation**
Experts will discuss their experiences, innovative ideas and strategies on how to launch new businesses and services.

12:15 p.m. **Remarks**
Honorary Host Vicky Hartzler.

12:30 p.m. **Lunch and Networking**
Lunch is included as part of free registration.

1:00 p.m. **Social Media Success**
Experts will highlight reasons to use social media and provide techniques for successfully implementing and measuring the return on investment of social media.

2:00 p.m. **Demonstration Stations**
Get hands on experience and help with social media tools. A professional photographer will be on hand to take photos for business cards, websites and other media.

3:00 p.m. **Conference Concludes**

U.S. Small Business Administration SBA Your Small Business Resource

Missouri Small Business & Technology Development Centers

UCM DECA

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Harmon College of Business and Professional Studies
University of Central Missouri

Funded in part through a cooperative agreement with the U.S. Small Business Administration.
Programs are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact University of Central Missouri, Small Business & Technology Development Center, Dockery Bldg, Room 102f, Warrensburg,MO 64093, 660-543-4402. The University of Central Missouri SBTDC is a University of Missouri Extension partner.