



## **Small Business Training Network Campaign January-December 2006**

### **Background**

The Small Business Training Network is SBA's virtual campus of free training courses, workshops and resources designed to assist entrepreneurs. The SBTN, managed by the Office of Entrepreneurial Development, makes SBA's business management resources available anytime and anywhere. The dynamic learning center helps small businesses compete in a constantly changing, global environment.

The majority of training offered by the SBTN is free; some courses require a minimal registration fee. Between 5,000 and 7,000 clients register each week for 22 online courses that have a registration requirement. More than 40 training courses are available that do not have a registration requirement making tracking of usage difficult. The SBTN is working to increase the number of courses it offers by working with resource partners such as the Small Business Development Centers, creating new co-sponsored courses and by developing its own courses. The SBTN Web site also provides links to national training events and online universities and colleges, and includes a library of resource materials.

The Office of Communications and Public Liaison is undertaking a year-long campaign to increase awareness of the SBTN.

### **SBTN Awareness Campaign**

OCPL will use all of its resources to expand awareness of the SBTN:

#### 2006 Marketing Calendar

An SBTN marketing calendar identifies monthly themes that may be used as for promoting the SBTN.

### Graphic Support

An SBTN icon is available for organizations to use on their Web sites as a link to the SBTN. Other graphic support includes development of ads, flyers and other print products.

### Web Support

The Web site plays a large role in ongoing communication about the SBTN. In 2006 the SBTN will be featured in a live Web chat. The SBTN will also be promoted through the use of online podcasting in which 3-6 minute segments on a variety of training topics will be recorded in a digital audio file format for posting on the Web. Entrepreneurs will be able to listen via their computers or to download to recording devices such as MP3 players to listen to at another location at the time of their choosing.

All marketing materials developed for the SBTN campaign will be located on the Intranet site in the SBTN electronic marketing toolkit.

### Media and Advertising Relations

The Press Office will work with media to generate articles and interviews about the SBTN. The Marketing Office will work with its media and advertising partners to generate coverage of SBTN.