



News Release

PRESS OFFICE

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National Small Business Week hosting training webinars and online events May 12-15

WASHINGTON, D.C. – As part of National Small Business Week, the U.S. Small Business Administration (SBA) and co-sponsors will be hosting numerous training webinars and online events from May 12-15.

Making It Big: Small Biz Success in a Mobile World

When: 9 a.m. (EDT), Wednesday, May 14

Online: View live online at www.sba.gov/smallbusinessweek

Join us as Conduit Mobile and the SBA bring together an array of experts from major technology companies, the public sector, and the small business community to discuss how small business owners can better take advantage of the technology already at their fingertips to transform their mobile and digital experience and grow their bottom line. Pick up tricks on how to promote your business in the mobile age and find out which mobile app features (push notifications, social media, coupons, loyalty cards, reservations, and others) can take your business to the next level.

A discussion moderated by [Melinda Emerson](#) offering the latest tips and tricks for business owners on how to use digital and mobile tools to thrive in today's market. Panelists include:

- [Javier Saade](#) – Associate Administrator, Office of Investment & Innovation, U.S. Small Business Administration
- [Rob Pulciani](#) – Head of Worldwide Marketing & Evangelism, Amazon
- [Matt Mahoney](#) – VP Business Development, Booker
- [Li-at Karpel Gurwicz](#) – VP Marketing, Conduit Mobile
- [Andre Lamont](#) – Publisher, Muve Magazine

Registration is open, but limited: <http://www.eventbrite.com/e/conduit-mobile-summit-national-small-business-week-sba-sponsored-panel-tickets-11226537877>

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How Can Technology and Collaboration Drive More Sales for Small Businesses?

When: 2 p.m. (EDT), Wednesday, May 14

Where: Watch online live (www.sba.gov/smallbusinessweek) from the PayPal Commerce Innovation Center in New York City

PayPal and the SBA present a special panel discussion as part of PayPal's inaugural "New York Engage" event. The retail landscape is rapidly evolving, but how is that affecting merchants locally in New York City and nationally? Tune in to an interactive discussion with small business experts, influencers, and members of New York's small business community. Follow @PayPal4Business and Facebook.com/PayPalForBusiness to join the conversation and stay plugged in for updates.

Moderator: Gene Marks, acclaimed small business columnist and owner

Panelists:

Dan Leberman – VP, GM of North America SMB Core/Online Business, PayPal

- Javier Saade – U.S. Small Business Administration Office of Investment and Innovation
- Alex Shvartsman – Merchant Owner, Kings Games
- Jo Benson – COO, Vortx

Takeaways:

- Learn how small business merchants can lift conversion, reduce cart abandonment, and improve the customer experience
- Hear about the latest technology trends and best practices that have helped real small businesses increase sales and streamline their operations
- Access a powerful cast of small business influencers, leaders, local businesses, and industry executives who want to help you be successful

SBA Co-sponsored Webinars and Online Events:

Monday, May 12

[Smart Small Business Travel: Strategic Ways to Increase Your Return on Travel](#) | 4-5pm EDT | with Marriott and Visa

Despite the clear upside, many small business owners limit travel because of cost or a reluctance to be away from their business. Travel is an investment in your business. And like any investment, you want to maximize your return. Get advice and tips on how to do just that.

[> Register now](#)

[Growing Your Business with Direct Mail](#) | 6-7pm EDT | with the United States Postal Service
Learn about the value direct mail offers as part of an overall marketing strategy. Gain insight on how mail can be used to acquire new customers, and establish relationships that keep them coming back.

[> Register now](#)

Tuesday, May 13

[Small Business: Big Benefits](#) | 4-5pm EDT | with Colonial Life

Choosing between offering a robust benefits package or cutting back on total offerings is a challenge for many small businesses. Learn about “voluntary benefits” that can allow you to strengthen your existing benefits packages at little or no additional cost.

[> Register now](#)

Wednesday, May 14

[Achieving Big Customer Loyalty in a Small Business World: 10 Tips to Create A Killer Customer Loyalty Program](#) | 3-4pm EDT | with Manta

Learn about the best approaches to jump-start your small business’ customer loyalty program, including how to make sure that your program fits your business’ needs and how to get positive ROI from a digital customer loyalty program.

[> Register now](#)

Thursday, May 15

[Practical Marketing – A Five-Step Marketing Program for Small Biz](#) | 3-4pm EDT | with YP

Gain insight about how to get the most from your marketing time with a 5-step practical marketing plan focused on “doing” – not marketing theory.

[This webinar is SOLD OUT. A recording of this webinar will be available May 30 on SBA’s YouTube channel at www.youtube.com/sba]

For more information about National Small Business Week, including a complete list of events and locations, how to register and view sessions live-streamed, please visit:

www.sba.gov/smallbusinessweek.

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