

**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 Commerce
of Wisconsin (AICCW)

Heartland
Information Research
(HIR)

Wisconsin
Procurement Institute
(WPI)

Agenda

- ★ **Registration** –
8:30am
- ★ **Program Session**
9:00am - noon
- ★ **Individual
discussions and
networking**
Noon – 1:00pm

For updated
information and
registration visit

[http://tinyurl.com/pr
emarketplace14](http://tinyurl.com/pr
emarketplace14)

or contact Larry
Herrera at 414-270-
3600 or

larryh@wispro.org

**REGISTRATION IS
REQUIRED**

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

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
- ★ Ho Chunk Conference Center
- ★ LaunchBox of Racine
- ★ Milwaukee County Research Park (MCRP)
- ★ Northeast Wisconsin Technical College (NWTC)
- ★ Potawatomi Carter Hotel and Casino
- ★ Urban League of Greater Madison and Milwaukee
- ★ VETransfer
- ★ Wausau Regional Chamber of Commerce
- ★ Western Dairyland
- ★ WI Women's Business Initiative Corporation (WWBIC)
- ★ Wisconsin SBDC – La Crosse
- ★ Wisconsin Unified Certification Program Partners (UCP)

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