



CITY OF FORT LAUDERDALE
BEAMs
BUSINESS ENGAGEMENT
ASSISTANCE & MENTORSHIPS

BUILD A ROCK SOLID BUSINESS

BUSINESS ACADEMY

LEARN HOW TO:

- ▶ Organize your thoughts and layout a plan for your business
- ▶ Take control of your business by building a budget, forecasting revenues and estimating expenses
- ▶ Use the right tools to be successful at direct business to business sales in any industry
- ▶ Develop a marketing plan with key strategies and research

CERTIFICATIONS PROGRAM SOLID FOUNDATION

MARCH 8

Planning Your Business / BIZ Talk: Dreams to Reality through the eyes of an Entrepreneur

MARCH 15

Building a Budget

MARCH 22

How to Sell to Businesses

MARCH 29

12 Steps to a Successful Marketing Strategy

TIME: 6:00PM to 8:30PM

LOCATION:

Greater Fort Lauderdale Chamber of Commerce
512 NE 3rd Avenue, Fort Lauderdale, FL 33301

APPLY HERE: www.fortlauderdale.gov/beams



BUSINESS ENGAGEMENT

Connecting with business owners through site visits. During face-to-face conversations ECI is introduced as the City's point of contact. We are here to learn about the goals and aspirations of our local businesses and to be an advocate for their success.



BUSINESS ASSISTANCE

Fostering job creation and supporting the growth of new and existing businesses through the Business Academy's three certification programs. We are here to educate and connect business owners with other agencies and organizations that are able to support their needs.



BUSINESS MENTORSHIPS

Facilitating personalized assistance between business owners and experts in various fields in order to enhance business growth.



INTERNATIONAL MARKET EXPANSION

Assisting Fort Lauderdale businesses to become a part of the global import/export community by helping them to make the necessary international connections. We are here to elevate Fort Lauderdale's role as a robust hub for international commerce and a world-class business destination.

Department of Sustainable Development | Economic and Community Investment Division
700 NW 19th Avenue, Fort Lauderdale, FL 33311

Phone (954)-828-5130 | Email economicdevelopment@fortlauderdale.gov | Visit www.fortlauderdale.gov/beams