

# Free Events in February

## Get expert advice from Verizon Small Business Digital Ready



### Group Coaching Sessions

**Interactive Q&A sessions with a variety of subject matter experts**

#### **Ask the Expert: Converting Customers Quickly: Stop Spinning Your Wheels**

February 6 | 12:30 PM - 2:00 PM ET

Learn how you can use Instagram and Facebook to increase your brand awareness and customer conversion rates.

[Enroll Now](#)

#### **Group Session: Professional Services Insights and Lessons Learned**

February 7 | 3:30 PM - 5:30 PM ET

Get paired with an expert business facilitator and chat with peers that are running small businesses. Share and discuss common challenges and learnings together.

[Enroll Now](#)

#### **Ask the Expert: Free and Low-Cost Tools to Run Your Business**

February 13 | 12:30 PM - 2:30 PM ET

Discover some of the best free and low-cost tools that can help you streamline your finances, better manage your time, and execute your social media strategy with ease.

[Enroll Now](#)

#### **Ask the Expert: Black Business Roundtable**

February 13 | 4:00 PM - 6:00 PM ET

Join us for an honest and open conversation about the challenges and opportunities that black-owned businesses face, and discover resources available to the black community through entrepreneurship.

[Enroll Now](#)

#### **Ask the Expert: Video for Social Media: A Quick How-To**

February 20 | 4:00 PM - 5:30 PM ET

Learn how to create effective content across TikTok, Instagram Reels, and Youtube Shorts with a social media expert in this exclusive Ask The Expert Session.

[Enroll Now](#)

#### **Ask the Expert: Success in Retail: Panel Discussion**

February 27 | 12:30 PM - 2:30 PM ET

Hear how other industry experts have pivoted and succeeded in the midst of economic and social downturns in this Ask The Expert session.

[Enroll Now](#)

#### **Ask the Expert: Inflation-Economy— Navigating Your Cash Flow**

February 27 | 4:00 PM - 6:00 PM ET

Learn how to budget, make smarter financial decisions, and how you can invest in your small business properly.

[Enroll Now](#)

[Continued >](#)



**Sign up now to reserve your spot at:**  
[verizon.com/smallbusinessdigitalready](https://verizon.com/smallbusinessdigitalready)

# Free Events in February (continued)

## 1:1 Review

Intimate workshops pair you with an expert to work through topical challenges

### Website Review & User Experience

February 2 | 5:00 PM - 7:00 PM ET

February 14 | 12:30 PM - 2:30 PM ET

February 28 | 3:30 PM - 5:30 PM ET

Learn how to drive website traffic, engagement, and sales.

[Enroll Now](#)

### Social Media Marketing

February 9 | 3:30 PM - 5:30 PM ET

Build a compelling content schedule across channels to ramp up your social media activity.

[Enroll Now](#)

### Creating Financial Projections

February 16 | 3:30 PM - 5:30 PM ET

Build a financial model spreadsheet that takes into account your product price points, and production.

[Enroll Now](#)

### Creating a Competitor Summary Chart

February 21 | 5:00 PM - 6:30 PM ET

Gain an understanding of your competition and create your unique selling proposition.

[Enroll Now](#)

## Office Hours

Join a subject matter expert to dig deep into course content

### How to Spread the Digital Word: Communication Strategy

February 1 | 6:00 PM - 7:00 PM ET

Learn how to develop an effective content strategy—including an editorial calendar—to drive brand awareness, leads, and ultimately, sales.

[Enroll Now](#)

### Winning Contracts: How to Write Winning Business Proposals

February 3 | 1:00 PM - 2:00 PM ET

Discover the best practices for winning contracts and how to write a winning business proposal.

[Enroll Now](#)

### Getting Certified: Paths for Minority/Women-Owned Businesses

February 8 | 6:00 PM - 7:00 PM ET

If you haven't heard about business certification for diverse businesses, either at the corporate or government level, it's about time you dive in.

[Enroll Now](#)

### Defining your Brand: Connecting to Customers

February 24 | 1:00 PM - 2:00 PM ET

Learn the basics of brand strategy and how you can create an identity that stands out from the crowd and wins customers' hearts.

[Enroll Now](#)

[Continued >](#)

# Free Events in February (continued)

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## Community Connect

### Community Connect: Connect With Your Fellow Small Business Owners

February 16 | 3:00 PM - 4:15 PM ET

Connect and collaborate with your small business owner peers—a perfect opportunity to share insights, knowledge, and network.

[Enroll Now](#)