

Business Success Series

Come Put the Pieces of the Business Puzzle Together and be Successful!

We've put together a team of experts to help show you the road to success. Come to one or come to all. It's free.



Thursday, November 14th
6:00pm to 7:30pm
Bethel Public Library - School Street

Emergency Preparedness and Disaster Recovery

Presenter: Chris Tse - Retired Executive, Union Carbide/Dow Chemical, SCORE Counselor

Of those businesses that experience a disaster and have no emergency plan 43% never re-open; of those that do open only 29% are still operating two years later. Don't become one of these statistics. Come to an Emergency Preparedness and Disaster Recovery workshop where we will provide you with the tools you will need to enhance your preparedness and become better positioned to face the next disaster with confidence. This workshop will:

- Review basics of disaster recovery and business continuity
- Outline what you can do to prepare your organization for an unplanned interruption
- Help you initiate 10 simple steps to improve your preparedness today
- Provide you with a starter kit of specific, actionable disaster preparedness checklists

Thursday, December 5th
6:00pm to 7:30pm
Bethel Public Library - School Street

Is Franchising Right for You?

Presenter: Bill Brimmer - Local Senior Franchise Advisor for FranNet of CT/RI

Many individuals are looking at business ownership as an alternative to working for someone else. Before you decide what is right for you, we'll discuss the answers to many important questions that will include:

- How do I assure my safety in a business and my chances of success?
- Can I stay in my job and get a business started?
- How do I find a business I like and get all the facts before I invest?
- What types of franchises are available?

Monday, January 13th
6:00pm to 7:30pm
Bethel Public Library - School Street

Branding for Entrepreneurs and Small Businesses

Presenter: Robin Dann - Owner & Creative Director, Studio-g Creative Design & Marketing Services

Branding is the foundation for publicizing your company's reputation. It's how your current customers see you, how your potential customers perceive you and what sets you apart for your competition. Learn the importance of building and strengthening your brand and the steps needed to do so including; visual identity, marketing, customer service, community involvement, public relations, and more.

**ALL WORKSHOPS ARE FREE, BUT
REGISTRATION IS REQUIRED**

***www.bethellibrary.org and click on
"Calendar" or call 203-794-8756 ext. 4***

Workshop Series Sponsored by:



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