

Fairfield Public Library Means Business

The Fairfield Public Library is open seven days a week, offering services and resources to support businesses of any size. Ask a Librarian about:

Services

- ✓ Free WiFi access
- ✓ Free computer training
- ✓ Free business workshops
- ✓ Document services: computers, printers, scanners, and copiers available
- ✓ Professional Librarians to facilitate your research
- ✓ Study rooms for small meetings
- ✓ Larger meeting rooms for training and collaboration

Online and Print Business Resources

- ✓ 300+ magazines and newspapers, from *Barron's* to *The Wall Street Journal*
- ✓ Business directories: local, regional, and national
- ✓ 50+ online databases available 24/7 for business research from your home or office
- ✓ Free online business education courses: earn CEUs
- ✓ Downloadable books and audio for Kindle and many other digital devices

All programs are free and open to the public. Limited seating. Register online at www.fairfieldpubliclibrary.org, or call 203-256-3160.

Main Library

1080 Old Post Road
Fairfield, CT 06824

Fairfield Woods Branch

1147 Fairfield Woods Road
Fairfield, CT 06825



Business Series

Fairfield
Public
Library

You belong here!



Small Business Strategies

January–March 2012

These programs are presented through a joint partnership with the Greater Bridgeport Chapter of SCORE.



All programs are held in the Rotary Room at the Main Library. Doors open 30 minutes early for informal networking.

We especially thank the professionals who give so generously of their time and expertise to make this series possible!

Leadership Networking: A Powerful Small Business Development Strategy

Leadership Networking goes well beyond event attendance and community service to provide a roadmap to sustainable access to targeted senior decision-makers. The strategy builds relationships that differentiate a firm and project a premium image, while strengthening current business development efforts. It is also a proven blueprint for improving account continuity in a world of constant executive change and relentless downsizing.

Thursday, January 19, 7:00 PM

Presenter: Christopher P. Bruhl, President & CEO, The Business Council of Fairfield County.

Franchising and Business Ownership

Are you looking for an alternative to traditional employment? Join us for an exploration of franchise business ownership including: why consider business ownership now; how to identify franchise business choices that best fit your needs and goals; choices in franchise ownership that offer stability and success; transitioning from employment into business ownership; costly mistakes to avoid; and what franchises cost and how to finance the purchase.

Wednesday, February 8, 7:00 PM

Presenter: Luc Deslauriers, is the franchise owner and operator of FranNet CT/RI, providing no-cost guidance, information and support to individuals who are interested in purchasing a franchise business.

Online Marketing Plan

Online marketing is a vital part of a business marketing plan, and the start of a new year is a good time to re-evaluate what's best for your business. We'll explore the many different strategies and tactics used to reach new audiences, connect with current ones, and develop your company's branding. Topics will include different types of online marketing, social media, search engine optimization, and website development that can help your business grow.

Thursday, February 16, 7:00 PM

Presenter: Amy DeLardi, founder and creative director of Infinite Web Designs, leads a team of professionals in designing search engine optimized and social media friendly websites; creating innovative graphic design campaigns; and executing expert social media strategies.

Smartphone-Friendly Websites

Smartphones are playing an ever-increasing role in our day-to-day lives, including email, web access, and conducting business. This seminar will discuss why a smartphone-friendly website is a must for both large and small businesses, and the many ways you can get one of your own.

Monday, March 5, 7:00 PM

Presenter: Amy DeLardi, founder and creative director of Infinite Web Designs.

Twelve Steps to Building Your Own Successful Business

We'll walk through the 12 steps to building a successful small business, and tell you how to solve your most pressing business challenges. Topics will include: the four steps to building a marketing plan; whether or not you need business partners and how to pick them; the two places where you can find money to grow your business; and how to deal with business risks and threats before they become overwhelming. This program is co-sponsored by SCORE of Greater Bridgeport and Fairfield County.

Tuesday, March 20, 7:00 PM

Presenter: Cliff Ennico is an attorney, leading small business consultant, and author of 15 books. Cliff writes the weekly "Succeeding in Your Business" column for Creators Syndicate, appearing in hundreds of newspapers and online venues worldwide.

Watch for additional Small Business Strategies events in April, May and June 2012 to be announced.