SBDC PENNSYLVANIA
Small Business Development Centers
Helping businesses start, grow, and prosper.

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Pennsylvania SBDC Releases On-Demand Webinar Series for Entrepreneurs

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Bucknell University
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Lehigh University
Lock Haven University
Penn State University
Saint Francis University
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Temple University
University of Pittsburgh
University of Scranton
The Wharton School, University of Pennsylvania
Widener University
Wilkes University

PHILADELPHIA, PA – The Pennsylvania Small Business Development Centers (SBDC), through grant funding from the U.S. Economic Development Administration (EDA), has released a series of four on-demand webinars for entrepreneurs and small business owners. Webinar topics include cloud computing, marketing your business online, exploring new markets, and business continuity planning. Each webinar is designed to take business owners step-by-step through the process of growing and protecting their business.

"These short, targeted webinars provide business owners with topical information that will help them build successful businesses in today's competitive landscape," said Pennsylvania SBDC State Director Christian Conroy. "The support from EDA to complete this project has been instrumental in us being able to develop this series," he concluded.

The webinars can be watched online by visiting http://pasbdc.org/continuity, each webinar runs between 16 to 26 minutes in length. The series is available for on-demand viewing 24/7, and viewers must register in order to watch the series. A description of the four webinars available is included below:

The Cloud – Embracing the Future of Business (16 minutes) – Hear about the benefits and complexities of backing your data on the cloud, selecting the cloud service most pertinent for your business' operations, and considerations when shopping for a cloud provider.

New Markets – New Opportunities (19 minutes) – Get the specifics of entering international, government, and online markets.

Business Continuity Planning (19 minutes) – Learn the process of identifying potential business interruptions and ways of mitigating them in order for your business to remain productive at all times.

(MORE)

Marketing Your Business Online (26 minutes) – Watch a detailed overview of establishing your business' online presence, including the concepts of building your website, search engine optimization, and social media marketing and its platforms.

The Pennsylvania SBDC provides ongoing Business Continuity and Survival Services to small businesses who want to improve their resiliency and risk management procedures. Companies interested in talking about ways their business can prepare for future disasters or business interruptions should contact their local SBDC for no-fee, confidential, one-on-one consulting.

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About Pennsylvania Small Business Development Centers (SBDC)

The Pennsylvania SBDC network is the only statewide, nationally accredited program that provides high quality one-on-one consulting, training and information resources to empower new and existing businesses. SBDC consultants work with entrepreneurs in confidential, individualized sessions to help them with a range of business issues including testing a new business proposition, shaping a business plan, investigating funding opportunities, and much more. The SBDC program is a public/private partnership with the U.S. Small Business Administration, the Pennsylvania Department of Community and Economic Development and 18 universities and colleges across the Commonwealth. For more information on the Pennsylvania SBDC services and impact, please visit www.pasbdc.org.