



## EXCITING SCORE WORKSHOPS COMING UP

### Strategic Marketing Methods for the Success of Your Business - Certificate Program



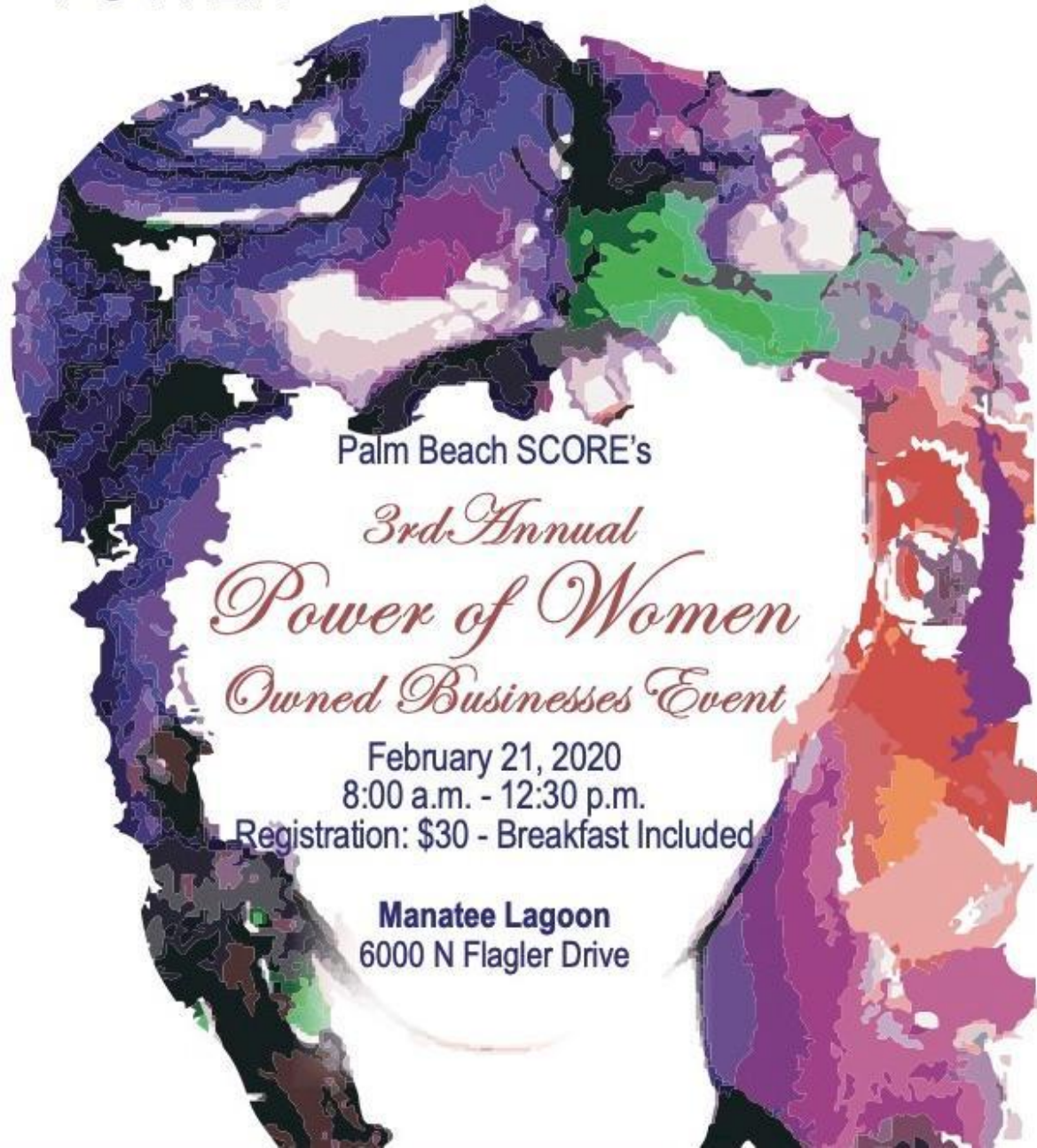
- Workshop #1, Jan 7: Using Online Data to Drive Local Business (See details)
- Workshop #2, Jan 14: Public Relations & Branding (See details)
- Workshop #3, Jan 21: The power of the Inbox (See details)
- Workshop #4, Jan 28: Getting Google: Understanding SEO (See details)
- Workshop #5, Feb 4: Create Your Communications & Marketing Plan (See details)

The fee for all 5 workshops is \$89 if you register before Dec 31. After that, online registration is \$99. At the door fee is \$109.

Each individual workshop is \$25 with online registration, \$30 at the door

[Learn More & Register](#)

# THE POWER *of Women*



Palm Beach SCORE's

## *3rd Annual Power of Women Owned Businesses Event*

February 21, 2020  
8:00 a.m. - 12:30 p.m.  
Registration: \$30 - Breakfast Included

**Manatee Lagoon**  
6000 N Flagler Drive

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### **Strategic Marketing Methods: Using Online Data to Drive Local Business**

Tuesday, January 7, 10:00 AM - 12:00PM  
at SCORE Learning Center of West Palm Beach

**Instructor:** Ken Shenkman

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### **2 CPE Credits: Financial Forecasting for your Business Plan**

Wednesday, January 8, 6:00 PM - 8:00PM  
at Keiser University of West Palm Beach

**Instructor:** Tim Coppage

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## Free Workshop: Introduction to Business Ownership

Saturday, January 11, 10:30 AM - 12:30PM  
at Palm Beach Gardens Library of Palm Beach Gardens

Instructor: Ed Gerri

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## Strategic Marketing Methods: Public Relations and Branding

Tuesday, January 14, 10:00 AM - 12:00PM  
at SCORE Learning Center of West Palm Beach

Instructor: Melissa Perlman

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## Free Workshop: Using (FREE) Data to Improve Your Online Marketing

Saturday, January 18, 10:00 AM - 12:00PM  
at Mandel Library of West Palm Beach

Instructor: Ken Shenkman

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## Strategic Marketing Methods: The Power Of The Inbox

Tuesday, January 21, 10:00 AM - 12:00PM  
at SCORE Learning Center of West Palm Beach

Instructor: Evie Hernandez

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## Free Workshop: Introduction to Business Ownership

Thursday, January 23, 10:00 AM - 12:00PM  
at SCORE Learning Center of West Palm Beach

Instructor: Jerry Steinberg

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## Free Roundtable: "Why Small Businesses Fail and How to Avoid It"

Thursday, January 23, 6:00 PM - 8:00PM  
at Keiser University of West Palm Beach

Moderator: Michael Olsher

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Richard Calcote  
Vice Chair Education  
SCORE Palm Beach  
[richard.calcote@scorevolunteer.org](mailto:richard.calcote@scorevolunteer.org)  
Tel: (561) 833-1672  
[www.palmbeach.score.org](http://www.palmbeach.score.org)

500 S. Australian Avenue, Suite 115  
West Palm Beach



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SCORE Palm Beach | 500 S. Australian Ave | Suite 115 | West Palm Beach | FL | 33401