

Your Weekly Snapshot of Our Upcoming Events

July 31 - Understanding Financial Statements

Learn to analyze the following financial documents:

- Income Statement
- Balance Sheet
- Cash Flow Statement
- Statement of Changes in Equity

Location: IBMSECU Delray/Online - 6-7PM
Cost: Free (Thanks to IBMSECU)

Please note: After registering to attend in-person, you may still receive instructions to join the webinar.

[Click to Learn More and Register](#)



Stephen Golding

August 9 - Why Quickbooks?

- Small Medium Businesses (SMB) Accounting Software
- Popular Software Players In The Market
- Which version is right for me?
- What do I need to get started?

Location: SCORE South Palm Beach - 8:30-10:30AM
Cost: Free (Thanks to IBMSECU)

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Ira Cohen

August 16 - Improve Your Website & Online Marketing Using Google Analytics

- Understand the basics of Google Analytics
- Provide an interactive platform to review your website performance
- Increase revenue from your website by monitoring, understanding and improving your website's data



Assaf Shami

Location: SCORE South Palm Beach - 8:30-10:30AM

Cost: Free (Thanks to IBMSECU), **limited to 12**

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August 23 - Socialize: Marketing Using Social Media Effectively

- Marketing in the Digital Era
- Grow your online store
- Learn about Social Media
- Improve your SEO



Rus Ackner

Location: SCORE South Palm Beach - 8:30-10:30AM

Cost: Free (Thanks to IBMSECU)

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August 28 - Selecting the Right Talent

Build a motivated workforce:

- Identify the critical skills that lead to success
- Use a highly effective structured interview
- Delegate, conduct performance appraisals and give feedback
- Use future work behaviors to develop your talent



Joel Moses

Location: IBMSECU Delray/Online - 6-7PM

Cost: Free (Thanks to IBMSECU)

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Our Fall Workshop Lineup

September 13

[Starting a Business](#)

September 20

[How to Build a Business Plan](#)

September 25

[Quickbooks Basics](#)

October 11

[Selecting the Right Talent](#)

October 18

[Is Your Financial House in Order?](#)

October 30

[Habits of Successful People](#)

November 17

[One Legal Mistake Can Ruin Your Business](#)

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