

LUNCH and LEARN



Explore New Avenues to Reach Your Customers

Marketing Mondays:

January 23: Honkfish - Blogging Basics

77% of internet users rely on bloggers for recommendations, expertise and breaking news. Discover the many reasons companies and entrepreneurs benefit from writing blogs, from boosting SEO to positioning themselves as industry experts.

February 20: Brighthouse - TV Advertising

Local TV advertising is a lot more affordable than you might imagine, and can deliver huge results. Bright House Media Strategies will show you how to broadcast your message on television into as small an area as Volusia/Flagler Counties or as wide an area as all of Central Florida.

March 5: Alternate Image - SEO: Six Steps for DIYers

In 60 minutes learn six things that can help your website be better ranked on Google. Even the non-techie can learn the basics of Search Engine Optimization.

Tech Tuesdays:

January 17: Solar-Fit

Learn about renewable vs. non-renewable energy, the different types of renewable solar energy, how it works, and how it will benefit your business energy savings.

February 21: David Greene, Greene Technology - Microsoft Office 365

An overview of the features and plans offered within the Office 365 family. This presentation will highlight how small businesses can take advantage of the Microsoft Office 365 cloud-based service and discuss the productivity tools that are included.

March 20: Vann Data - Business Network Security

Computer network security for small business is becoming increasingly complex as businesses face constant threats from viruses, spyware, worms, hackers and more. Learn about how to reduce the risk from loss of data or security breaches by implementing security solutions and having a security policy in your place of business.



Lunch & Learn Sessions will be held at Daytona State College from Noon - 1 p.m.

Daytona Beach Campus, Bergengren Hall (Bldg. 110, Rm. 112)

1200 W. International Speedway Blvd., Daytona Beach, FL

NO COST To register: Call (386) 506-4723 or email sbdc@DaytonaState.edu

Bring your brown bag lunch, or you may buy lunch at the Daytona State College Student Center.

The SBDC at Daytona State College is a member of the Florida SBDC Network. The SBDC program is partially funded by the U.S. Small Business Administration (SBA). SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

www.DaytonaState.edu

A MEMBER OF THE FLORIDA COLLEGE SYSTEM

Daytona State College assures equal opportunity in employment and education services to all individuals without regard to race, sex, color, age, religion, disability, national origin, political affiliation or belief, or marital status.



**DAYTONA
STATE COLLEGE**