

Northern Virginia Retail Week

July 28—August 1, 2014

(All workshops are FREE. Attendance limited to first 50 registrants—SIGN UP TODAY!)

Register at: <http://conta.cc/1zaGFOe>

Monday, July 28

Starting, Growing & Expanding in Food Services: Dreaming about starting your own food truck or restaurant? Are you looking to grow or expand your food service business but not sure what to do? Hear from local “gurus” on the best and most practical ways to start, grow and expand your food service business. **Three workshops to choose from:**

- Getting Started in Food Trucks (9-10:30am)
- Growing in 1 Location (11am-12:30pm)
- Expanding to Multiple Locations (1-2:30pm)

Location: BizLaunch, 1100 N. Glebe Road, Suite 1500, Arlington VA 22201



Tuesday, July 29

Art as a Business*: Would you like to sell more of your art? Learn proven techniques for displaying, showing and selling your artwork to visitors to your studio. Want to get into a gallery? Learn what it takes to get shown.

Time: 9-11am

Location: Principle Gallery, 208 King Street, Alexandria, VA 22314



Wednesday July 30

Going Retail*: Have you dreamt of having your product on the shelves of a retail establishment? Find out HOW! Hear from local designers, retailers and industry experts who will explain how to get noticed by buyers and what to expect throughout the sales process.

Time: 9-11am

Location: Tysons Corner TBD



Thursday, July 31

Retail Marketing & Social Media*: Increase your presence, attract more traffic and improve your sales by embracing relevant retail marketing techniques and social media technologies. Led by Marc Willson (SBDC Retail Consultant) and Ray Sidney-Smith (Social Media Guru)

Time: 9-11am

Location: CBP, 7001 Loisdale Road, Ste C (2nd Floor), Springfield VA 22150



Friday, August 1

From Prototype to Retail Product*: Do you have an idea for a product or software app but don't know how to prototype it? What inexpensive resources are available to help get you started? Hear from experts in the Maker's Movement—and get a tour of the new TechShop facility in Crystal City.

Time: 9-11am

Location: TechShop, 2110-B Crystal Drive, Arlington VA 22202



* Site Visits available immediately following the workshops & ONLY to workshop participants. Email charles@cbponline.org