



**EVENT BRIEFING and OUTLINE**

**FOR:** LaMarcus Thurman, Northwest Bank, Participating Panelists, Janis Burley Wilson

**EVENT:** Small Business Resource Fair

**DATE:**

Friday October 4, 2019

5:30-7:30PM

August Wilson African American Cultural Center

980 Liberty Ave

Pittsburgh, PA 15222

**EVENT DESCRIPTION**

Hosted by Northwest Bank, this event is planned for artisans/artists/craftspeople and small business entrepreneurs. Each quarter, the August Wilson African American Cultural Center hosts a free AWCommunity Day event, and part of the programming for this free arts celebration are artisan vendor booths. These artist/vendors have expressed that they would welcome capacity assistance and resources to improve their businesses, and Northwest Bank stepped in to partner with the Center on the Small Business Resource Fair. Event description:

**Are you an artisan/artist/craftsperson, and have you recently thought, I could use help with things like financial solutions for my business, digital marketing, accounting or legal issues, or business growth?**

**Join August Wilson African American Cultural Center and host Northwest Bank on Friday October 4 from 5:30-7:30PM for a helpful networking event, panel and resource fair.**

**EVENT PROGRAM**

<b>TIME</b>	<b>DESCRIPTION</b>	<b>POINT PERSON</b>
4:30PM	Catering and room set up	Caitlin Carey
5:30 pm – 6:15 pm	Arrival and Networking	Jocelyn Malik
6:15 pm	Program begins with LaMarcus Thurman (moderator) Introduction: <ul style="list-style-type: none"> <li>• Moderator introduces panelists (4 min)</li> <li>• Each panelist shares brief 3-minute advice (12-15 min)</li> <li>• Moderator guides discussion based on small business needs/questions (10-15 min)</li> <li>• Audience Q&amp;A (10-15 min)</li> </ul>	LaMarcus Thurman
7:00 pm	Panel ends	
7:00 – 7:30 pm	Networking session	

7:30 pm	<p>Event ends</p> <p>Cleo Parker Robinson Dance Company Performance</p> <p>Panelists and attendees will be invited to receive a 25% discount on tickets to this exceptional performance!</p>	
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**PANELISTS:**

*Marketing Expert – Northwest Bank*

Topics:

- Effective social media marketing
- Brand visibility

*Juan Garrett – Riverside Center for Innovation*

Topics:

- CPA Advice
- Investing business profits

*Chatham University – Center for Women’s Entrepreneurship*

Topics:

- Mentoring opportunities
- Best business practices

*URA-Micro Lending Program*

Topics:

- Growing your business
- Lending solutions

**Q&A Session:**

- Moderator will open the floor to questions at the end for 10-15 minutes. After the audience member asks the question, have the most relevant panelist(s) respond

**Final remarks**

- Moderator’s final question to panelists: ‘If you could only give one, crucial piece of advice to this group, what would it be?’

**AUDIENCE/ATTENDEE INFORMATION**

- Small business, many new/inexperienced, majority minority, mostly craftspeople (Clothing, jewelry, ceramicists, specialty beauty products, etc), sales volume.

**PANELIST GUIDELINES:**

**Introduction:**

- Panelists will be introduced by the moderator who will be provided with their professional credentials.
- Moderator will invite each panelist to share a brief (3 min) overview of advice/wisdom based on area of expertise. Choose a few things to highlight; will be able to get more specific during the discussion.

**Guided discussion:**

- *Q&A from the audience will be reserved until the end*
- The moderator will ask a series of questions. Please prepare for these beforehand.
- Panelists do not need to answer each question, just they feel most qualified to speak on. The moderator will most likely direct questions to one or two panelists.
- In the interest of time, please answer questions in a succinct a manner as possible
- Panelists should think of one or two questions to ask other panelists that the moderator perhaps might not think to ask.

The poster features a purple and red background with diagonal lines on the left. The main title 'SMALL BUSINESS RESOURCE FAIR' is in large yellow letters. Below it, the date and time 'FRIDAY OCTOBER 4, 2019 5:30 PM - 7:30 PM' are in white. A yellow banner contains the text 'CALLING ALL ARTISANS, NEW ENTREPRENEURS AND CRAFTSPEOPLE!' in purple, followed by a description of the event, 'FREE EVENT • RSVP REQUIRED', and contact information for Caitlin Carey.

**SMALL BUSINESS  
RESOURCE FAIR**

FRIDAY OCTOBER 4, 2019  
5:30 PM - 7:30 PM

**CALLING ALL ARTISANS,  
NEW ENTREPRENEURS AND CRAFTSPEOPLE!**

Please join us for informational networking event  
featuring resources and advice for small businesses like you.

FREE EVENT • RSVP REQUIRED  
Please RSVP to Caitlin Carey  
ccarey@aacc-awc.org or 412-339-1009

GENEROUSLY HOSTED BY



980 Liberty Avenue, Pittsburgh PA 15222

**EVENT CONTACT**

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