


# WORKSHOPS & CLASSES

FOR ENTREPRENEURS



"There are so many opportunities and there are so many things that become available to you that you had no idea existed. I learned more in the first six months working with SMARTstart than I did in 19 years of being on my own."

-Victoria Watson, **The Acting Studio**  
(pictured above)

ALL EVENTS REQUIRE REGISTRATION  
RSVP ONLINE AT  
[SMARTSTARTPASCO.COM/EVENTS](http://SMARTSTARTPASCO.COM/EVENTS)



SCAN ME

### EAST PASCO ENTREPRENEUR CENTER (EPEC)

15029 14th Street  
Dade City, FL 33525  
352-437-4861

### WEST PASCO ENTREPRENEUR CENTER (WPEC)

4606 Darlington Road  
Holiday, FL 34690  
813-388-2498

### SMARTstart @ THE GROVE (SSTG)

6013 Wesley Grove Boulevard, Suite 202  
Wesley Chapel, FL 33544  
813-388-2498



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**SMARTstart**  
A PASCO EDC PROGRAM®

# UPCOMING WORKSHOP & CLASS SCHEDULE



**SMARTstart**  
A PASCO EDC PROGRAM®

<b>JUNE</b>	<i>date</i>	<i>time</i>	<i>location</i>	<b>AUGUST</b>	<i>date</i>	<i>time</i>	<i>location</i>
Building a Digital Personal Brand	6/5/24	6:00-7:00PM	WPEC	Choose Your Battles Wisely	8/7/24	6:00-7:00PM	WPEC
Entrepreneur Roundtable*	6/11/24	3:00-4:00PM	EPEC	Entrepreneur Roundtable*	8/8/24	3:00-4:00PM	WPEC
Social Media Growth Marketing	6/12/24	6:00-7:00PM	SSTG	Entrepreneur Roundtable*	8/13/24	3:00-4:00PM	EPEC
Entrepreneur Roundtable*	6/13/24	3:00-4:00PM	WPEC	Build Your Personal Brand	8/14/24	6:00-7:00PM	SSTG
Tech Entrepreneur Roundtable*	6/19/24	9:00-10:30AM	VIRTUAL	Entrepreneur Roundtable*	8/15/24	12:30-1:30PM	SSTG
AI for Business	6/19/24	6:00-7:00PM	EPEC	Tech Entrepreneur Roundtable*	8/21/24	9:00-10:30AM	VIRTUAL
Entrepreneur Roundtable*	6/20/24	12:30-1:30PM	SSTG	Social Media Growth Marketing	8/21/24	6:00-7:00PM	EPEC
<b>JULY</b>	<i>date</i>	<i>time</i>	<i>location</i>	<b>SEPTEMBER</b>	<i>date</i>	<i>time</i>	<i>location</i>
CO.STARTERS Begins*	7/3/24	9:00AM-12:00PM	SSTG	Video Marketing	9/4/24	6:00-7:00PM	WPEC
Digital Lead Generation	7/3/24	6:00-7:00PM	WPEC	Entrepreneur Roundtable*	9/10/24	3:00-4:00PM	EPEC
Entrepreneur Roundtable*	7/9/24	3:00-4:00PM	EPEC	Going All In with your Marketing	9/11/24	6:00-7:00PM	SSTG
Search Engine Optimization	7/10/24	6:00-7:00PM	SSTG	Entrepreneur Roundtable*	9/12/24	3:00-4:00PM	WPEC
Entrepreneur Roundtable*	7/11/24	3:00-4:00PM	WPEC	Tech Entrepreneur Roundtable*	9/18/24	9:00-10:30AM	VIRTUAL
Tech Entrepreneur Roundtable*	7/17/24	9:00-10:30AM	FIELD TRIP	Growing your Food Business	9/18/24	6:00-7:00PM	EPEC
Online Reviews and Reputation Management	7/17/24	6:00-7:00PM	EPEC	Entrepreneur Roundtable*	9/19/24	12:30-1:30PM	SSTG
Entrepreneur Roundtable*	7/18/24	12:30-1:30PM	SSTG				

*\*Paid event. Please refer to the back for costs or reach out to us as scholarships may be available.*



## LOCATION KEY

- SSTG:** SMARTstart @ the Grove
- EPEC:** East Pasco Entrepreneur Center
- WPEC:** West Pasco Entrepreneur Center
- VIRTUAL:** Microsoft Teams Meeting
- FIELD TRIP:** TBD - Check website for updated location

# Education Series Workshop Topics

ALL EDUCATION SERIES CLASSES ARE **6:00 - 7:00 PM**

## **BUILDING A DIGITAL PERSONAL BRAND**

Learn how to elevate your entrepreneurial skills with value and impact through digital brand building.

*Presentation by:* Jay Saint Joy

**WPEC:** June 5, 2024

## **SOCIAL MEDIA GROWTH MARKETING**

Learn how to generate leads for your business by utilizing local community groups and communicating your message.

*Presentation by:* Shelly Cassin, Just Market It

**SSTG:** June 12, 2024

## **AI FOR BUSINESS**

Learn how online Artificial Intelligence tools can boost your productivity and facilitate exponential growth.

*Presentation by:* Tracy Ingram, Intention Technology

**SSTG:** June 19, 2024

## **DIGITAL LEAD GENERATION**

Learn how to generate leads using the internet. Learn the power of Google reviews, Search Engine Optimization and more.

*Presentation by:* Beth Devine, Devine Solutions Group

**EPEC:** July 3, 2024

## **SEARCH ENGINE OPTIMIZATION**

Make sure your website and social media accounts are optimized to be found. Don't get lost in the sea of online noise.

*Presentation by:* Beth Devine, Devine Solutions Group

**EPEC:** July 10, 2024

## **ONLINE REVIEWS AND REPUTATION MANAGEMENT**

Just like in the real world, bad news travels fast. Learn how to make sure good news about your business travels even faster!

*Presentation by:* Beth Devine, Devine Solutions Group

**EPEC:** July 17, 2024

## **CHOOSE YOUR BATTLES WISELY**

Learn tactical strategies for success and self defense.

*Presentation by:* John Graden, Blackbeltcoach.com

**WPEC:** August 7, 2024

## **BUILD YOUR PERSONAL BRAND**

Learn from personal branding expert on how to leverage digital and traditional media to build your own personal brand.

*Presentation by:* Kiva Williams, The Fun Foodie Mama

**SSTG:** August 14, 2024

## **SOCIAL MEDIA GROWTH MARKETING**

Learn how to generate leads for your business by utilizing local community groups and communicating your message.

*Presentation by:* Shelly Cassin, Just Market It

**EPEC:** August 21, 2024

## **VIDEO MARKETING**

Learn how to craft stories and how to generate more sales using video marketing.

*Presentation by:* Jordan Lung, JL Video

**WPEC:** September 4, 2024

## **GOING ALL IN WITH YOUR MARKETING**

Learn what it means to go ALL IN with your brand, and then to KEEP GOING. Marketing tips and tactics for every business!

*Presentation by:* Regan Weiss, 43 Inc.

**SSTG:** September 11, 2024

## **GROWING YOUR FOOD BUSINESS**

Learn the ins and outs of delighting your customers with culinary art and be ready to learn how to take your business to the next level.

*Presentation by:* Chef David Robbins

**EPEC:** September 18, 2024

# SMARTSTART EDUCATION PROGRAMS



## **CO.STARTERS** 9 WEEK COURSE

**\$345**

Collaborate with other entrepreneurs as you work through your business model with a trained facilitator and discover repeatable steps for success you can use throughout the life of your company. The program equips seasoned and aspiring entrepreneurs with the insights, relationships, and tools needed to turn ideas into action and turn a passion into a sustainable and thriving endeavor.

## **EDUCATION SERIES** BRIDGING THE GAP BETWEEN THEORY AND PRACTICE

**FREE**

Calling all start-up and existing businesses to participate in this free learning series taught by industry professionals! Strengthen many of the skills you need to take your business to the next level.

## **ENTREPRENEUR ROUNDTABLES**

**\$150 per year, FREE to Incubator Members**

Entrepreneur Roundtables bring small business owners and early-stage venture founders together on a monthly basis for an exchange of information, challenges, and insights. Groups typically include 6 to 10 members from diverse industries, in a confidential setting, to share the challenges and rewards of entrepreneurship and how it impacts life at work and home.

## **TECH ENTREPRENEUR ROUNDTABLES**

**\$150 per year, FREE to Incubator Members**

Tech Entrepreneur Roundtables bring tech business owners and early-stage Tech venture founders together on a monthly basis for an exchange of information, challenges, and insights. You have the opportunity to attend two meetings to decide if this is a right fit for you and your business.



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