

Free Events in May

Get expert advice from Verizon Small Business Digital Ready

Reserve your spot now



Ask the Expert

Expert workshops by industry leaders with a focus on Q&A to help you get answers to your specific questions

Digital marketing 101

May 1 | 12:00 - 2:00PM ET

Learn the basics of digital marketing, from understanding SEO to selecting the right channels for your business. Discover key tools to reach your audience and track your progress toward sales goals.

Enroll now

NEW!

Boost those sales with data

May 5 | 11:30AM - 1:30PM ET

Unlock the power of data to refine your sales strategy, identify performance gaps, and develop actionable plans for continuous business growth.

Enroll now

NEW!

Ways to increase your cashflow

May 5 | 2:30 - 4:30PM ET

Cash flow is critical for small businesses, especially in inflationary times. Learn how to budget, make smart financial decisions, and maintain financial flexibility for your businesses' growth.

Enroll now

NEW!

Business plan bootcamp

May 7 | 1:30 - 3:30PM ET

Discover how to create the ultimate business plan in eight easy steps with financial services expert Cate Luzio, Founder and CEO of Luminary.

Enroll now

NEW!

Finding grants: Part 1 of 3

May 12 | 11:30AM - 1:00PM ET

Learn simple methods to present your business professionally, attract bigger clients, and leverage Verizon solutions to enhance collaboration, responsiveness, and growth.

Enroll now

NEW!

Phishing & social engineering

May 14 | 1:00 - 2:00PM ET

Learn how to protect your small business from cybercriminals by recognizing phishing and social engineering attacks, safeguarding sensitive data, and taking simple steps to stay secure without a full IT department.

Enroll now

Continued >

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Free Events in May (Continued)

Reserve your spot now

NEW!

Joyful budgeting #3

May 15 | 11:00AM - 1:00PM ET

Learn to budget joyfully by aligning your financial goals with your business mindset, creating a clear, motivating plan to manage cash flow and drive growth with less stress.

Enroll now

NEW!

Brand building on a budget: Scaling your vision smartly

May 15 | 3:30 - 5:30PM ET

Discover how to build a strong, memorable brand on a budget by crafting a compelling identity, finding your niche, and using cost-effective tools to make your business stand out.

Enroll now

NEW!

Unlocking government contracts: Part 2

May 19 | 11:00AM - 12:30PM ET

Unlock the secrets to winning government contracts by submitting strong, competitive proposals—from evaluating opportunities to crafting clear, compelling responses that highlight your value and avoid common mistakes.

Enroll now

NEW!

Writing grants: Part 2 of 3

May 19 | 3:00 - 5:00PM ET

Gain the skills to secure grant funding by identifying opportunities, meeting eligibility requirements, and crafting compelling proposals that showcase your business's potential.

Enroll now

Understanding sales metrics (KPIs)

May 20 | 11:00AM - 1:00PM ET

Gain an overview of financial, operational, and customer-related metrics including revenue, profit margin, CAC, and churn rate, and discover tools and techniques for accurate data collection and analysis.

Enroll now

Founder SWOT

May 20 | 2:00 - 3:00PM ET

Join CEO of Luminary, Cate Luzio, to analyze your business's strengths, weaknesses, opportunities, and threats, and gain key insights to help you grow and scale effectively.

Enroll now

Funding your vision: A small business guide to grants

May 21 | 2:00 - 3:00PM ET

Wondering how to apply for grants to grow your business? Join Small Business Majority and Verizon Small Business Digital Ready to learn how to identify and apply for grants, explore Verizon's grant program, and discover other capital resources for entrepreneurs.

Enroll now

Identifying & addressing customer objections

May 22 | 2:30 - 4:30PM ET

If you know you have a great product or service, but lack the confidence to sell it, join this session and overcome your fears by expanding your knowledge, honing your practice and developing your sales craft.

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Continued >

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Free Events in May (Continued)

Reserve your spot now

NEW!

AI storytelling techniques: Crafting compelling narratives with AI

May 27 | 12:00 - 2:00PM ET

Leverage AI to craft compelling brand stories that highlight your value, engage your audience, and ensure consistent messaging across all marketing channels.

Enroll now

Cybersecurity: More than just passwords!

May 27 | 4:00 - 6:00PM ET

From phishing and malware to identity theft and public misinformation campaigns, cybersecurity is a real concern today. Learn how to keep your business safe online.

Enroll now

Hands-on Help

Get paired with an industry expert to work directly on a specific aspect of your business.

What goes into a marketing plan?

May 6 | 12:30 - 2:00PM ET

Work with an expert and a small group of peers to draft and update your one-year marketing plan – so you can start putting your goals into action and attract the right kind of customers.

Enroll now

Forecast your financial future

May 18 | 2:00 - 4:00PM ET

Work with an expert to draft or review your financial projections, and better understand and communicate the story of your numbers. Discuss how the model works and what the numbers mean.

Enroll now

Using SWOT analysis to find your sweet spot

May 29 | 1:00 - 3:00PM ET

Work with an expert to discover how to use a SWOT analysis to identify your business's strengths, weaknesses, opportunities, and threats, and leverage your competitive advantages to attract more customers.

Enroll now

Small Business Chats

Join our new virtual small business chat series, where small business owners share real-world problem-solving stories, strategies, and lessons learned to inspire new ideas and fresh perspectives.

Small business chat: El Borrego Restaurant, iCare Clean

May 15 | 2:00 - 3:00PM ET

This session features Rodnia Attiq from El Borrego Restaurant, focused on hospitality and Joe Alvarez from iCare Clean focused on commercial cleaning and disinfecting.

Enroll now

NEW!

Small business chat: Community Changers, DollMaker Lashes

May 28 | 4:00 - 5:00PM ET

This session features Jerome Moore from Community Changers, focused on storytelling & apparel lifestyle branding, and Nakia Vestal from DollMaker Lashes focused on beauty/cosmetic.

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Continued >

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Free Events in May (Continued)

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Peer to Peer Check-in Series

A dynamic interactive on-going series, designed to help small businesses stay on track and break through roadblocks. Connect with a community of like-minded individuals bi-weekly in either the morning and/or the evening sessions to share your goals, receive guidance and encouragement from your fellow Digital Ready small business peers.

May 6 | 9:30 - 10:30AM ET

Enroll now

May 6 | 5:00 - 6:00PM ET

Enroll now

May 20 | 9:30 - 10:30AM ET

Enroll now

May 20 | 5:00 - 6:00PM ET

Enroll now

Spanish Language Events

Understand your numbers

May 8 | 12:00 - 2:00PM ET

Learn how to use accounting software to interpret your numbers, generate profit and loss reports, financial statements, and cash flow reports that you can then use to guide your financial decisions.

Enroll now

NEW!

Digital marketing 101

May 16 | 12:00 - 2:00PM ET

Learn the basics of digital marketing, including what SEO is and how it works, and how to select the channels that make sense for your business.

Enroll now

Creating websites to grow your business

May 22 | 12:00 - 2:00PM ET

Learn the key elements of creating a great website and how to get more people's attention on your site.

Enroll now

How to build your network

May 29 | 3:00 - 5:00PM ET

Discover the best tactics and strategies to leverage networking online and in person.

Enroll now

NEW!

Small business chat: Events By Yudy

May 16 | 3:00 - 4:00PM ET

This series is designed to spark new ideas, connect you with your small business peers, and encourage creative thinking to help you approach challenges with a fresh perspective. Tune in for candid conversations, inspiring stories, and practical takeaways.

This session features Yudelka (Yudy) Carrera from Events By Yudy, focusing on event planning and catering.

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