



2021 NJSBDC AT RUTGERS-NEWARK TRAINING CALENDAR

ENTREPRENEURS & STARTUPS

ESTABLISHED & MATURE SMALL BUSINESSES

TOPIC	First Step to Entrepreneurship Q&A	Smart Business Plan Writing Workshop	NJ Business Registration Appointment	Integrated Digital Marketing Series			Winning Public Federal Contracts	NJ State Certification & Private Contracting	QuickBooks & Financial Decision Making	Access to Capital to Grow Your Business	WEN Tea & Talk	
				Website, Social Media & Analytics	Ideal Customers	Online Campaigns						
DAY	WEDNESDAY	SATURDAY	FRIDAY & SATURDAY	TUESDAY	WEDNESDAY	FRIDAY	FRIDAY	MONDAY	THURSDAY	TUESDAY	SATURDAY	THURSDAY
TIME	4pm - 6pm	10am - 12pm	9am - 2pm	1pm - 4pm	9am - 2pm	9am - 2pm	9am - 2pm	9am - 2pm	9am - 2pm	9am - 2pm	10am - 2pm	4pm - 6pm
January		16		19					21			
February	17		WINTER CYCLE Fridays 5, 12, 19, 26	16	17			22		23		
March		13		23		17					27	25
April	13			27			21		22			
May		15	SPRING CYCLE Saturdays 1, 8, 15, 22	18	10					25		
June	16			22		30		28				
July		17		27			14		22			15
August	11		SUMMER CYCLE Fridays 6, 13, 20, 27	31						17	21	
September		11		21	22							
October	13		FALL CYCLE Saturdays 30	26		20		25	28			21
November		13	6, 13, 20	23			17			16		
December	1			7							4	

LOCATION

ONLINE WEBINAR

ADMIN FEE	\$15	\$100	No Cost	\$100	\$100	\$100	\$125	\$100	\$125	No Cost	\$10
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FOR MORE INFORMATION ABOUT OUR TRAINING EVENTS & SEMINAR DESCRIPTIONS PLEASE VISIT OUR WEBSITE AT: www.rnsbdc.com

REGISTRATION:
 Online via Eventbrite: <http://rnsbdc.eventbrite.com>
 By Phone: (973) 353-5950
 By Email: rnsbdc@business.rutgers.edu

Pre-registration required for all events.
50% DISCOUNT AVAILABLE DUE TO COVID-19
 A first come, first served policy applies
 Credit Card Payment via Eventbrite

SBDC CORE WEBINARS

CARES PROG. WEBINARS

TUESDAYS

THURSDAY

WEDNESDAYS

FRIDAYS

TIME	1pm-2:30pm	3pm-4:30pm	1pm-2:30pm	3pm-4:30pm	1pm-2:30pm	3pm-4:30pm
JAN	12 Winning Contracts	12 NJ State Certifications	7 Social Media	7 Start a Franchise	13 Fundamentals of Marketing 27	13 Revenue Growth 15 Business Model 27 2021 Tax Changes 29 Business Cashflow
FEB	9 Launching Private Label	9 Business Apps	4 Global Resources	4 Engaging Customers	10 Digital Marketing 24 Personal Credit	10 Online Marketplaces 12 CHASE 24 PPP Loan Forgiveness 26 Business Disruption 26 Ecommerce Capabilities
MAR	9 Cybers Security	9 Ecommerce Platforms	4 Selling to Government	4 Marketing DNA	10 24	10 Ransomware 12 HR Strategies 24 Business Credit 26
APR	13 Food Business	13 NJ State Certifications	1 Access Capital SBA	1 Social Media	14 Revenue Growth 28	14 Business Model 16 30 30
MAY	11 Winning Contracts	11 Pricing Strategy	6 Business Sales	6 Engaging Customers	5 Fundamentals of Marketing 19	5 Online Marketplaces 7 CHASE 19 2021 Tax Changes 21 Ecommerce Products 21 Ecommerce Capabilities
JUN	8 Analytics	8 NJ State Certifications	3 Micro Loans	3 Intellectual Property	9 Marketing Campaign 23 Ransomware	9 Business Cashflow 11 HR Strategies 23 Personal Credit 25 25
JUL	13 Launching Private Label	13 Business Apps	1 Cyber Security	1 Marketing DNA	7 21 Revenue Growth	7 Business Credit 9 21 Business Model 23 23
AUG	10 Food Business	10 Ecommerce Platforms	2 Sell to Government	2 Social Media	11 Fundamentals of Marketing 25	11 Online Marketplaces 13 CHASE 25 PPP Loan Forgiveness 27 27 Ecommerce Capabilities
SEP	14 Winning Contracts	14 NJ State Certifications	2 Business Sales	2 Engaging Customers	8 Marketing Campaigns 22 Personal Credit	8 Business Credit 10 HR Strategies 22 2021 Tax Changes 24 Business Disruption 24 Business Cashflow
OCT	12 Pricing Strategy	12 Business Apps	7 Start a Franchise	7 Marketing DNA	13 27	13 15 29 29
NOV	9 Analytics	9 Cyber Security	4 Global Resources	4 Micro Loans	3 17	5 19 19
DEC			2 Intellectual Property	2 Access Capital SBA	8 27	10 27 27

ADMIN FEE: None

LOCATION: Online - Zoom