



Starting Your Business in Illinois Workshop

This **in-person** workshop is for aspiring entrepreneurs who want to learn all the components of how to start a successful business in Illinois. Get a realistic view of the requirements to start a business and the resources available to support your new venture. While attending this 2-hour workshop, **at no cost**, you will learn how to get your business name registered, where to obtain a tax ID number, which legal form to choose, business planning, taxes, financing options and much more! These events are sponsored by the Illinois Small Business Development Center at Bradley University and co-sponsored by Morton Community Bank, SCORE Peoria and Illinois Manufacturing Excellence Center (IMEC). This workshop is intended for individuals who have not previously started/owned a business. **No cost** to attend; however, registration is required. Registration information will be shared with training partners. **Presenters** for all workshops: [Eric Sampson](#), SBDC Director; [Amy Lambert](#), Assistant SBDC Director; and [Don Schwegel](#), Vice President-Commercial Banker, Morton Community Bank. All of these workshops are **in-person**.

2025 Schedule

Wednesday, May 14 | 1:00PM-3:00PM | Peoria NEXT Innovation Center, 801 W Main Street, Peoria 61606 [MAP](#) | [Register](#)

Wednesday, June 11 | 3:00PM-5:00PM | Peoria NEXT Innovation Center, 801 W Main Street, Peoria 61606 [MAP](#) | [Register](#)

Wednesday, July 23 | 10:00AM-12:00PM | Peoria NEXT Innovation Center, 801 W Main Street, Peoria 61606 [MAP](#) | [Register](#)

Wednesday, August 13 | 9:00AM-11:00AM | Peoria NEXT Innovation Center, 801 W Main Street, Peoria 61606 [MAP](#) | [Register](#)

Wednesday, September 17 | 1:00PM-3:00PM | Peoria NEXT Innovation Center, 801 W Main Street, Peoria 61606 [MAP](#) | [Register](#)

Wednesday, October 15 | 3:00PM-5:00PM | Peoria NEXT Innovation Center, 801 W Main Street, Peoria 61606 [MAP](#) | [Register](#)

Wednesday, November 19 | 1:00PM-3:00PM | Peoria NEXT Innovation Center, 801 W Main Street, Peoria 61606 [MAP](#) | [Register](#)

Wednesday, December 10 | 10:00AM-12:00PM | Peoria NEXT Innovation Center, 801 W Main Street, Peoria 61606 [MAP](#) | [Register](#)

If you are unable to attend one of the in-person events above, please watch the on-demand video below, prior to meeting with a business advisor.

[An on-demand recording of the State of Illinois' introductory guide for entrepreneurs wanting to start a business in Illinois.](#)

2025 Training & Events

Mastering Google Tools to Build Your Digital Presence - 7 Part Webinar Series

(remaining 4)

Get Found, Got Growth: Get Found on Search and Thrive Online

Wednesday, May 14, 2025 | 11:00AM - 12:00PM | [Register](#)

In today's digital-first world, being found online isn't just an advantage—it's a necessity. If customers can't find your business on search engines, you're missing out on valuable opportunities for growth. Get Found, Got Growth is a training program designed to help businesses improve their online presence and increase their visibility on search engines. Led by expert trainer Maria Elena Duron, the program offers practical strategies to optimize your online presence and attract more customers. By attending this program, businesses can learn how to improve their search rankings, increase their online visibility, and thrive online. By the end of this session, you will have the tools and knowledge to improve your search performance, stand out from competitors, and ensure your business is easily found by the right audience. Don't miss this opportunity to take control of your digital presence and drive lasting growth!

Make Better Decisions with Analytics

Wednesday, May 21, 2025 | 11:00AM - 12:00PM | [Register](#)

In today's data-driven world, understanding how customers interact with your business online is key to making smarter, more strategic decisions. Without the right insights, you could be missing opportunities to optimize your marketing, improve customer engagement, and increase revenue. This webinar will equip you with the knowledge and tools to harness the power of **Google Analytics**, enabling you to track key metrics, analyze trends, and make data-backed decisions that drive business success. Learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions. Topics covered: An introduction to Google Analytics; creating and understanding reports; making goals; using Analytics with other Google tools. By the end of this training, you will have a solid foundation in using analytics to refine your marketing efforts, enhance customer experiences, and ultimately make better business decisions. Don't miss this opportunity to turn data into action and fuel your business growth!

Go Global with Google Market Finder

Wednesday, June 4, 2025 | 11:00AM - 12:00PM | [Register](#)

Expanding your business beyond local markets can open the door to endless opportunities—but knowing where to start can be challenging. With the right strategy and tools, reaching international customers is easier than ever. Whether you're considering exporting for the first time or looking to scale internationally, this session will provide the insights you need to grow your business globally with confidence. With the right tools and international marketing strategy, businesses are expanding globally to meet new demands. This workshop introduces Google's Market Finder, a free tool that can help you identify new international business

opportunities and plan for success. Topics covered: Discuss the benefits of exporting; introduce Google Market Finder; show you how to use the tool to explore other markets. By the end of this session, you will have a clearer understanding of how to take your business to new markets, increase revenue potential, and thrive on a global scale. Don't miss this opportunity to explore international expansion and set your business up for worldwide success!

Thriving at Remote E-commerce: Nail It Before You Scale It

Wednesday, June 18, 2025 | 11:00AM - 12:00PM | [Register](#)

Running an E-commerce business from home offers incredible flexibility, but it also comes with unique challenges. To succeed, you need efficient systems, strong communication, and the right strategies to scale effectively. This webinar will provide **practical tips and expert insights** on how to build a streamlined, productive, and profitable remote e-commerce business. Whether you're just starting out or looking to optimize your operations before scaling, this session will equip you with the tools needed to **reduce costs, increase efficiency, and drive growth**. The Thriving at Remote eCommerce training offers practical tips and strategies to create a successful eCommerce business from home. Our expert trainer will cover effective communication, time management, optimizing your workspace, streamlining operations, reducing costs, and increasing productivity. By the end of this session, you will have a **clear action plan to strengthen your remote e-commerce operations**, setting you up for long-term success before scaling. Don't miss this opportunity to take control of your business and position it for sustainable growth!

AI Webinar Series - Exploring AI for Entrepreneurs: Automating and Innovating Your Business

The Illinois Small Business Development Center in the Turner Center for Entrepreneurship at Bradley University is excited to offer a new webinar series, “**Exploring AI for Entrepreneurs: Automating and Innovating Your Business.**” This series is specifically designed to empower small business owners with practical, actionable strategies that drive success. Each session focuses on giving participants clear, step-by-step plans that can be implemented immediately to enhance key areas of business operations, from streamlining tasks and improving customer engagement to making smarter data-driven decisions. Whether you're just starting to explore AI or looking to deepen your understanding, this series will equip you with the knowledge and tools to leverage AI for growth, efficiency, and innovation in your business. **Webinar series presenters:** Our AI U Certified SBDC Advisers from the Illinois SBDC at Bradley University: Theresa Bloom, Director of AI U & Social Media Adviser; Eric Sampson, SBDC Director and Amy Lambert, Assistant Director.

Researching Your Business Value Proposition: Strengthening Your Competitive Edge with AI

Thursday, May 8, 2025 | 12:00PM - 1:00PM | [Register](#)

Understanding and articulating a compelling value proposition is fundamental to attracting and retaining customers. This session will guide participants in developing a clear value proposition, supported by AI-enhanced research and data analysis. Attendees will learn to develop an actionable roadmap and a task list tailored to their business needs, ensuring their value proposition resonates effectively with their target audience. **Topics:** Defining and refining your unique value proposition; Conducting comprehensive market research and competitor analysis; Employing AI tools to analyze trends and gather actionable customer insights; Implementing AI-driven feedback systems to personalize and enhance offerings.

Mastering AI for Social Media: Automate, Personalize and Target with Precision

Thursday, May 15, 2025 | 12:00PM - 1:00PM | [Register](#)

In this workshop, we'll explore how AI can revolutionize your marketing and social media efforts. You'll learn how AI tools can save you time, increase engagement, and improve the effectiveness of your campaigns. By the end of the session, you'll have a clear understanding of how to use AI to automate and optimize your marketing strategies. **Topics:** How to use AI for creating personalized content and automating social media posts; Creating compelling content and automating social media marketing with AI; Leveraging AI tools to analyze customer behavior and improve targeting; Mastering effective prompt techniques to achieve results that align with and enhance your brand identity.

Financial Management and Analysis: Smarter Decision-Making with AI

Thursday, May 22, 2025 | 12:00PM - 1:00PM | [Register](#)

Robust financial management is the backbone of a successful business. This session will equip participants with tools to develop a financial plan, incorporating AI to enhance accuracy and strategic financial decisions. Attendees will learn to create financial strategies tailored to their businesses for improved financial management, supported by AI-driven insights. **Topics:** Developing effective budgeting and forecasting strategies; Understanding and interpreting key financial statements; Utilizing AI for automated financial tracking and expense management; Enhancing financial decision-making with AI-driven insights and analytics.

GATA Pre-Award Training (Pre-recorded On Demand) [Register Here](#)