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Cambridge Economic Development Division

April 23, 2012

## Upcoming Workshops and Events

### **SELLING NOT TELLING: LISTENING TO OUR CUSTOMERS**

**Thursday, April 26, 2012, 6:00 p.m. - 8:00 p.m. Free to eligible Cambridge business owners and entrepreneurs, \$20 for others. Presented by the Center for Women and Enterprise. This workshop will be held at Cambridge City Hall Annex, 344 Broadway, Cambridge.**

In this interactive workshop, we will discuss effective sales techniques. Whether you are in a formal or informal setting, there are several key elements that apply to any sales situation. Participants will learn how to ask customers the right questions, plan an effective sales presentation, handle customer objections and shorten the sales cycle to close the sale.

### **BUSINESS DEMOGRAPHIC WORKSHOP**

**Monday, May 7, 2012, 6:30 p.m. - 7:30 p.m. Free for all. This workshop is presented by the City of Cambridge. This workshop will be held at Cambridge City Hall Annex, 344 Broadway, Cambridge.**

Understanding your market and customer base is a key ingredient to every stage of your business. City staff will give an overview of the Cambridge population and commercial districts.



**MORE THAN A WEBSITE:  
EXTENDING YOUR REACH ONLINE**  
**Tuesday, May 8, 2012. Free for Cambridge eligible residents and business owners, \$20 for others. Presented by Center for Women and Enterprise. This workshop will be held at Cambridge City Hall Annex, 344**

**Broadway, Cambridge.**

At this workshop learn easy-to-implement tips to help you improve your online visibility, build your brand, and grow your website traffic. Topics discussed will include making your website more intuitive for visitors, engaging in social media effectively, and the mystery of Search Engine Optimization (SEO).

In this workshop students will have the opportunity to submit their existing website for critique during the session.

### Quick Links

[Economic Development Division](#)

[Workshop Calendar](#)

[Spring Financial Literacy Workshops](#)

## HARNESS THE POTENTIAL OF MOBILE APPLICATIONS FOR LOCATION-BASED MARKETING



**Thursday, May 17, 2012, 6:00 p.m. - 8:00 p.m.**  
**Free for eligible Cambridge residents and business owners, \$20 per class for others.**  
***Presented by the Center for Women and Enterprise.*** This workshop will be held at **Cambridge City Hall Annex, 344 Broadway, Cambridge.**

What does it mean if people "check into" your business online? It means they love you! Location-Based Marketing (LBM) is the term for marketing your business using mobile location apps such as Foursquare, SVNGR, Google Latitude and Facebook Places. In this workshop, we will review the major LBM mobile applications, how to use location-based applications to expand business and how businesses are harnessing the power of users that love you enough to share it on their social networks. This workshop will be of particular interest to businesses of all types with brick-and-mortar locations.

### Upcoming Events...

**Mass Ave Sidewalk Sale - Saturday, May 5, 2012, 10:00 a.m. - 5:00 p.m. Mass Ave between Porter and Harvard Squares.** Open to the public.

All of your favorite stores on Mass. Ave. (between Porter Sq. and Harvard Sq.) are hosting a GIGANTIC Sidewalk Sale on Saturday, May 5th from 10am to 5pm! Clothing, DVD's, shoes, housewares, gifts, art, maps, accessories....we've got it all and it's on sale! A few of the participating stores include: Abodeon, Ward Maps, Nomad, Sudo Shoes, Hollywood Express, Irish Imports, Joie De Vivre and more! For more information on this event, [click here](#).

**Harvard Square 29th Annual May Fair - Sunday, May 6, 2012, 12:00 p.m. - 6:00 p.m.** Open to the public. Enjoy Harvard Square's annual festival featuring live music, dance, street performers, family-friendly activities, arts and craft vendors and food from all over the world! For more information on this event, [click here](#).

**City of Cambridge - IT World Cafe - Thursday, May 10, 2012, 6:00 p.m. - 8:30 p.m.** Open to the public. Cambridge Rindge & Latin School, Pearl K. Wise Library, 459 Broadway.  
The City of Cambridge will host its first World Cafe focused on Information Technology in May. The objective of the IT World Cafe is to engage the public in discussion about Information Technology, gain valuable input and use in the input to help shape the City's Technology priorities and plans for the future. For more information or assistance on the IT World Cafe, call 617-349-4339.

**Save the Date - Taste of Cambridge is Tuesday, June 10, 2012 in University Park, Central Square.**  
The 10th Annual Taste of Cambridge event is being held this year in Central Square! Applications for restaurants interested in participating in this year's event are due May 4th. For questions on how to participate, please contact Robin Lapidus at [robincentralsquare@gmail.com](mailto:robincentralsquare@gmail.com).

**To pre-register for these workshops please contact Pardis Saffari at 617-349-4654 or [psaffari@cambridgema.gov](mailto:psaffari@cambridgema.gov).**

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