

Happy New Year from the Economic Development Division! Start your new year with one of our workshops!

Upcoming Workshops

CAMBRIDGE BUSINESS ASSISTANCE INFO SESSION

Tuesday, January 15, 6:00 p.m. - 7:00 p.m., [Cambridge City Hall Annex](#), 2nd floor. Free for all.

Presented by the Economic Development Division. Staff from the City's Economic Development Division will discuss the variety of programs that the City offers to residents and business owners interested in starting or growing their businesses. Learn about future workshops and commercial programs available.

STEPS TO STARTING YOUR BUSINESS



Tuesday, January 29, 6:00 p.m. - 8:00 p.m., [Cambridge City Hall Annex](#), 2nd floor. Free for eligible Cambridge businesses and entrepreneurs, \$20 for others. *Presented by the Center for Women and Enterprise.*

This workshop is ideal for those in the early stages of starting a business or those thinking about owning a business. Topics include: refining your business ideas, considering your legal structure, obtaining tax numbers, licenses and permits; and additional tools and tips to get you started quickly.

BEST RETAIL PRACTICES: POWER OF PRESENTATION

Wednesday, February 6, 8:00 a.m. - 10:30 a.m., [Cambridge City Hall Annex](#), 2nd floor. Free for eligible Cambridge businesses and entrepreneurs, \$20 for others. *Presented by Retail Visioning.*

Presenting the products in your store in their best light can make a huge difference in how quickly they fly out of your store. And light is only one of the ways to make them look better! Come learn how to add power to your presentations. How can window displays tell a story and draw customers into the store? How can product displays inspire requests for back stock and special orders? Look at ways to combine signage with displays to make sales. Consider your point of sales communications. At the workshop we will be using your visual merchandising challenges and work with you to address specific problems!

ORGANIZING SPECIAL EVENTS IN CAMBRIDGE

Quick Links

[Economic Development Division](#)

[Winter 2013 Workshop Calendar](#)

Follow CDD!



WORKSHOP

Tuesday, February 12, 9:00 a.m. - 10:00 a.m., [Cambridge City Hall Annex](#), 2nd floor. Free for all. Presented by the Department of Public Works.

Interested in hosting a block party or having a special event for your business? This workshop will cover the application process to hold a special event, permits, and regulations for special events. We will also cover event planning recommendations and resources for planning your special event.

SOCIAL MEDIA BOOT CAMP

Tuesday, January 29, 9:00 a.m. - 3:00 p.m., [Cambridge City Hall Annex](#), 2nd floor. Free for eligible Cambridge businesses and entrepreneurs, \$60 for others.

Presented by the Center for Women and Enterprise.

Do you need to strengthen your market reach and increase your customer engagement? Are you

looking for social media to generate revenue for your business? This workshop will help answer those questions. At this workshop, we will discuss how to increase client loyalty and capture your audience with blogs; gain traction on Facebook, Twitter, LinkedIn, Youtube and Pinterest; decrease time spent on social media with automation tools and much more.



Items of Interest

Porter Square Customer Intercept Survey Report is Now Online

The 2012 Porter Square Customer Intercept Survey Report is available online. [Read the report to learn more about what residents and visitors want to see in Porter Square.](#)



Cambridge Transportation Advisory Committee Openings

Cambridge residents interested in working to promote sustainable transportation have an opportunity to apply to be on the pedestrian, bicycle, or newly formed public transportation advisory committee!

Applications are sought by dedicated individuals who live or work in Cambridge. Members are expected to attend monthly meetings as well as engage in projects outside of regular meetings. To apply, please prepare a cover letter indicating which committee you are interested in, a description of your interest in the topic, and any specific issues you would like to contribute time to working on. Please be sure to include your mailing address, phone number, and email. Deadline is Friday, January 11, 2013. [For more information, click here.](#)

To pre-register for workshops please contact Pardis Saffari at 617-349-4654 or psaffari@cambridgema.gov.