

## News from EDD

1 message

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**Cambridge Economic Development  
Division**

January 2014

### News from the Economic Development Division

#### January Workshops

##### **Extending Your Reach Online & SEO Workshop**

**Wednesday, January 15, 2014, 8:30 a.m. - 11:00 a.m.,  
[Cambridge City Hall Annex, 344 Broadway](#). Free for  
eligible Cambridge businesses, \$20 for  
others. *Presented by Center for Women and Enterprise.***

Attend this workshop to get easy-to-implement tips to help you improve your online visibility, build your brand, and grow your website traffic. Topics will include: improving your user experience, understanding and optimizing your online presence, and demystifying Search Engine Optimization (SEO).

##### **Cambridge Business Assistance Info Session**



**Monday, January 27, 2014, 6:00  
p.m. - 7:00 p.m., [Cambridge Public  
Library Main Branch, 449  
Broadway](#). This event is free to  
all. *Presented by the City of  
Cambridge 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 a business. Learn about future workshops and commercial programs available for your business.

##### **Save the Date: Best Retail Practices Workshop!**

Interested in getting new ideas for your Cambridge retail, restaurant, or service business? Want to know how you can get a free in-store consultation and possible grant towards your business? **Attend the February 12, 2014 Best Retail Practices Workshop.** This is a FREE TO ALL workshop

### Quick Links

[Economic  
Development Division](#)

### Upcoming Community Events

[Taste of Chocolate  
Festival in Harvard  
Square](#) - January 24-26

[Public Meeting on the  
Cambridge Climate  
Change Vulnerability  
Assessment Project](#) -  
January 29, 6:30 p.m. -  
8:30 p.m.

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where a retail consultant will share best practices in retail interior design, marketing and more. Learn about Parts 2 and 3 of the Best Practices Program, which includes in-store consultations and grant opportunities to eligible businesses. Call/email to register today!

**To pre-register for workshops please contact Rona Abrahams at [rabrahams@cambridgema.gov](mailto:rabrahams@cambridgema.gov) or 617-349-4637, or Pardis Saffari at [psaffari@cambridgema.gov](mailto:psaffari@cambridgema.gov) or 617-349-4654.**

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