



Bounce Back 21

Small Business Resiliency

Webinar Series

Join us for a weekly no-cost, two-hour webinar panel discussion series with industry experts to learn about ways to help your business weather all types of disasters and navigate the changing post-pandemic business landscape.

Marketing Your Business

Thursday, June 10
10 a.m. to noon

The pandemic has changed so much of what we do and how we do it. These global changes and adjustments require different strategies to connect with clients and customers. This session will help businesses refocus on those areas that appeal to people in the “new normal.”

- Topics:**
- Three P’s of Marketing (People, Price, and Product): Making the Appropriate Adjustments
 - Advanced Marketing: Social Media and Internet Strategies

Post-Disaster Planning

Thursday, June 17
10 a.m. to noon

The present post-pandemic recovery demonstrates that government alone cannot protect small business in the event of any disaster. The planning efforts of individual businesses are critical to the economic recovery of the community. This session will cover risks associated with natural and manmade hazards and disasters that should be included in every business continuity plan and four key crisis areas: mitigation, preparedness, response, and recovery.

- Topics:**
- Emergency Planning in the New Normal
 - Dealing with Emergencies and Disasters
 - Post-Disaster Resiliency Business Planning

Human Resources

Thursday, June 24
10 a.m. to noon

Human resources laws, policies, and procedures have been recently impacted by legislation and the global pandemic. Meeting these new expectations requires proper planning and implementation if businesses are to continue moving forward. This session will address ways businesses can adapt to these changes and adjust to a post-pandemic workplace.

- Topics:**
- Adapting your Business for the \$15 Minimum Wage
 - HR Policies in a Post-Pandemic Workplace

Register at [HCFLGov.net/FSBDC](https://www.HCFLGov.net/FSBDC)



Hosted by



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