



## **Business Information Center Small Business & Entrepreneur Workshop Series**

### **Program Guidelines**

#### **1. Primary Objectives**

The Small Business & Entrepreneur Workshop Series aims to provide free educational resources and insight into local entrepreneurs and small business owners.

The program will offer workshops, led by industry individuals, businesses, and non-profit organizations while maintaining neutrality and preventing conflicts of interest.

The intent is not to provide one-on-one advising, and the information presented may or may not apply to the specific needs of individual businesses. Additionally, the workshops will discuss topics or issues affecting businesses in the community.

#### **2. Speaker Selection Process**

- **Open Call for Speakers/Presenters:** The city will issue an open call for subject matter experts, business professionals, and educators to participate in workshops.
- **Selection Criteria:** Speakers/Presenters will be chosen based on expertise, experience, relevance to community needs, and adherence to program guidelines.
- **Application Requirements:** Interested speakers/presenters must submit an application detailing their qualifications, proposed topics, and commitment to non-solicitation.

#### **3. Non-Solicitation Policy**

- Speakers/Presenters must sign a **Non-Solicitation Agreement**, ensuring they will not promote their business, services, or products during the workshop.
- No exchange of business cards, promotional materials, or direct solicitation of attendees will be allowed.
- Any violation of this policy may result in exclusion from future city-sponsored events.
- Nothing shall prevent an attendee from independently reaching out to the Speaker/Presenter. If an attendee voluntarily requests additional information about the Speaker's/Presenter's services or products, the Speaker/Presenter may provide their contact information and respond accordingly.



#### **4. Workshop Content Guidelines**

- The content must be educational and informative, covering relevant business topics such as financial planning, marketing strategies, legal considerations, and operational efficiency, as well as any other subjects relevant to the city or attendees' interests.
- Presentation materials must be submitted for review and approval by the city to ensure compliance with guidelines.
- Workshops should be interactive, offering practical takeaways for attendees.

#### **5. Transparency & Accountability**

- The city will publicly disclose the selection process and list participating experts to maintain transparency.
- A feedback system will be in place for attendees to rate workshops and speakers. Information collected will be available at the Business Information Center website.
- Workshops will be documented and made available online for broader accessibility.

#### **6. Partnerships & Collaboration**

- The city will collaborate with academic institutions, professional associations, and nonprofit organizations to ensure a diverse range of expertise.
- Local business support organizations may contribute non-promotional resources and tools to benefit attendees.

#### **7. Event Logistics**

- Workshops will be held at city facilities or community centers to ensure accessibility.
- Sessions will be available in person.
- The city will handle event promotion through official websites, social media, community bulletins, and community partners.



## **8. How to Apply as a Speaker/Presenter**

Interested individuals can apply by visiting [ogdenbic.com](http://ogdenbic.com) and submitting an application form. Questions can be directed to the Business Information Center at [bicinfo@ogdencity.gov](mailto:bicinfo@ogdencity.gov)

By participating in this program, speakers and attendees contribute to the success of local businesses, fostering a thriving entrepreneurial community.