

## Calendar of Events

May 2, 2024

**2024 Small Business Symposium at George Mason University Arlington Campus**  
**George Mason University Arlington Campus**  
**3351 Fairfax Drive**  
**Arlington, VA 22202**  
09:00 AM - 12:00 PM EST

*Elevate Your Business: Join Us on May 2 at the 2024 Small Business Symposium on May 2nd at George Mason University Arlington Campus!*

*Are you ready to take your business to the next level? We're thrilled to extend a heartfelt invitation to you for the highly anticipated 2024 Small Business Symposium, happening on May 2nd at the George Mason University Arlington Campus. This event promises to be a game-changer for anyone seeking inspiration, education, and connections to fuel their entrepreneurial journey.*

*The 2024 Small Business Symposium is not just another conference; it's a dynamic gathering of minds, a hub of innovation, and a platform for growth. Whether you're an experienced business owner or just starting out, this symposium offers something invaluable for everyone.*

*Here's why you can't afford to miss it:*

- 1. **\*\*Expert Insights and Keynote Speakers:\*\*** Gain exclusive access to industry leaders, seasoned entrepreneurs, and influential speakers who will share their insights, experiences, and strategies for success. From navigating market trends to mastering the art of leadership, our keynote speakers will empower you with knowledge and inspiration to thrive in today's competitive landscape.*
- 2. **\*\*Interactive Workshops and Panel Discussions:\*\*** Dive deep into practical knowledge and actionable strategies through our series of interactive workshops and panel discussions. Whether you're looking to refine your marketing tactics, optimize your financial management, or harness the power of technology, our expert-led sessions will equip you with the tools and techniques to overcome challenges and seize opportunities.*
- 3. **\*\*Networking Opportunities:\*\*** Connect with fellow entrepreneurs, industry experts, potential collaborators, and investors during our dedicated networking sessions. Build meaningful relationships, exchange ideas, and explore partnership opportunities that could propel your business forward. Remember, sometimes the most valuable connections are made outside the conference room.*
- 4. **\*\*Resource Expo and Exhibitors:\*\*** Explore a diverse range of resources, services, and solutions tailored to meet the unique needs of small businesses. From funding opportunities and legal advice to marketing solutions and technological innovations, our exhibitors will showcase the latest trends and developments shaping the small business landscape.*
- 5. **\*\*Inspiration and Empowerment:\*\*** Surround yourself with a community of like-minded individuals who share your passion for entrepreneurship and innovation. Draw inspiration from their stories of resilience, creativity, and success, and leave the symposium feeling empowered and energized to turn your dreams into reality.*

*Mark your calendars for May 2nd from 9 am to 12 noon and join us at the George Mason University Arlington Campus for a day of learning, networking, and growth.*

*Together, let's elevate our businesses and shape the future of entrepreneurship.*

*Register now to secure your spot and embark on a transformative journey towards business excellence. See you there!*

May 22, 2024

## **2024 CEO Bootcamp Revenue Accelerator - Cohort#10**

**Double Tree by Hilton**

**1960 Chain Bridge Rd**

**McLean, VA 22102**

**11:00 AM - 04:00 PM EST**

Susana Marino, 703-839-8140

events@novahispanicchamber.com

**JOIN US AT THE 2024 CEO Bootcamp REVENUE ACCELERATOR**

*The current inflation, the rise of interest rates, the cost of labor, and economic outlook is causing financial difficulties for businesses across the U.S. For this reason, action, executing a new plan to increase cash flow and realigning the mindset are critical not only for survival, but winning in the "New Economy". Take steps today to build on your opportunities, address your obstacles, and utilize your resources to reach your entrepreneurial goals.*

*The coaching program is designed for you to learn to think strategically to solve problems, develop a realistic plan, and acquiring the discipline to execute the business's highest priorities. Emphasis is placed on implementation, not just creating a plan.*

*During the program, we focus on deciphering together the secret to overcome the challenges ahead. The key to success during a recession or economic crisis is not focusing on the current business model; it has to do with focusing on one's desire to scale up in the new economy to increase revenue by examining and developing the following:*

- 1. The 3 Key Questions Every Business Owner Must Answer.*
  - 2. The Financial Building Blocks You Must Have to Make Money.*
  - 3. The Areas to Boost for a Money-Making Model.*
- ? Number of Prospects*
  - ? Conversion Rate*
  - ? Purchase Amount per Customer per Transaction*
  - ? Number of Transactions per Customer per Year*
  - ? Profit Margin*

*These Drivers become a basic equation for a business that breaks down goals for wealth and dictates the basis of a new economy.*

*Every successful business whether large, medium or small need the same: Cash, Margin, Velocity, Growth. The difference between a good company and a great company is those who understand it and utilize this formula. Many business owners do not know their equation in the old economy, let alone in the current economic inflation.*

*Come ready to supercharge your mindset to win new business, boost revenue, and learn strategies to increase customer's loyal.*

**DATE: 5/22**

**TIME: 11 am 11:30 pm Registration networking lunch.**

**11:30 to 12:30 pm Networking Lunch**

**12:30 pm Welcoming Remarks and Announcements**

**COST:** *The cost is fully funded by Northern Virginia Hispanic Chamber thanks to our sponsors. However purchasing the copyrighted workbook \$35 plus tax is required. Space is limited to 30 people per session*

**IF YOUR COMPANY WISHES TO SPONSOR THIS EVENT SERIES.** *Contact NOVAHCC at (703) 839-8140 or events@novahispanicchamber.com*

**OUR BUSINESS COACH**

