Bunker Hill Community College

BUNKER HILL COMMUNITY COLLEGE (BHCC)
HISPANIC-AMERICAN INSTITUTE (HAI)
WORKSHOPS FOR RESTAURANT AND SMALL BUSINESS OWNERS
9-week workshop series starting October 13, 2021

Part 1: Workshops for Restaurant Owners

Wednesday, October 13  
6:00-7:30 p.m.  
Workshop 1: Restaurant Recovery Pilot Project Overview

Presenter: Alberto Calvo, Founder and Owner of Stop and Compare Markets, Lynn (2 locations) and Chelsea  
Length: 1.5 hours, recording available  
Content: The Restaurant Recovery Pilot Project (R³P³) provides minority-owned restaurant operators and other entrepreneurs assistance to recover from the pandemic. The project provides financial and technical resources to business owners (free of charge) including:
  • Technical assistance and counseling provided by business advisors
  • Technology applications to leverage operations, on-line ordering, and revenue management
  • Training / Education through a series of workshops delivered by Bunker Hill Community College Enterprise Center

This introductory workshop will kick off the training and education piece by providing an overview of the project and the 8-week workshop series.

Once registered, you can access the English and Spanish presentation Help for Restaurants - Ayuda Restaurante- www.ayudarestaurante.com

Wednesday, October 20  
6:00-7:30 p.m.  
Workshop 2: Technology Solutions for Restaurants and Food Service Operations

Presenters: Panel of Industry Experts: Rodolfo Palafox (Kountulari LLC), John Perez, Sr. (Consilium Opis LLC)  
Length: 2.0 hours, recording available  
Content: Overview of technology solutions in the marketplace from Point-of-Sale to On-line ordering platforms. Costs and benefits for each solution.
Tuesday, October 26  
**Workshop 3: Defining Restaurant Operations in a Post-Pandemic Era**  
6:00-7:30 p.m.

**Instructor:** Mauricio Ossa (Bunker Hill Community College & restaurant owner)  
**Length:** 1.5 hours, one virtually w/ recording  
**Content:** This Clinic will help small restaurant owners discuss their needs during this difficult time and define what areas of support for future consideration. It is open forum for discussion with a fellow small restaurant owner and to ask questions and get ideas to help prepare for future sessions to ask the right questions.

Tuesday, November 2  
**Workshop 4: Business Strategic Planning**  
6:00-7:30 p.m.

**Instructor:** Mauricio Ossa (Bunker Hill Community College and restaurant owner)  
**Length:** 1.5 hours, w/ recording  
**Content:** What type of business are you? Cash only; limited digital transactions • What is your vision and how does your culture influence your food and way you serve your food? Example: Specialize in Empanadas and what to expand to deliver in a food truck? • Who are your customers? Older folks who come in or younger order online?

Tuesday, November 9  
**Workshop 5: Requirements for an Efficient and Healthy Operations**  
6:00-7:30 p.m.

**Instructors:** Mauricio Ossa (BHCC) and Sergio Espinosa (We Serve Safely)  
**Length:** 1.5 hours, w/ recording  
**Content:** Technology, Marketing, and Delivery information for Restaurant owners - New Technologies for restaurants; what is the cost and implementation time? Serve Safe and Health Regulations in the COVID-19 world; what is best for you?

**Part 2: Workshops Open to All Small Business Owners**

Monday, November 1  
**Workshop 6: Basics of Accounting- Overview**  
Wednesday, November 3  
Thursday, November 4  
6:00-8:00 p.m.

**Instructor:** Tendai Nyakurimwa (BHCC)  
**Length:** 2.0 hours, w/ recording
Content: Optional for those owners that need a basic understanding of financial statements or need more exposure to accounting methods. - Online and remote: The materials will be translated into Spanish but taught in English.

- For those who want to continue for 4 more hours to understand accounting better: Nov 3 - Nov 4, 2021, 2 hours each evening 6-8 p.m.
- Other option: arrange times to meet and consultation from our accounting expert.

Wednesday, November 10 6:00-7:30 p.m.
Workshop 7: Digital Marketing: Discover Your Ideal Customers and the Digital Platforms to Best Reach Them by RETHINKING Your Business Model Post-COVID

Instructor: Prof. Zanibel Melo, MBA (Hispanic Market Solutions)
Length: 2.0 hours, w/ recording
Content: Many small businesses know that digital marketing is important but have not defined their business model, their objectives, and ideal customer or how their customer engages online and on social media. In this interactive workshop, you will learn:

- How to clarify your goals for digital marketing,
- How to define your ideal customer,
- Identify how your customer engages online,
- Learn the best social media and/or digital marketing channels to engage with those customers to increase sales.

Wednesday, November 17 6:00-7:30 p.m.
Workshop 8: Social Media Content Tools That Work

Instructor: Prof. Zanibel Melo, MBA (Hispanic Market Solutions)
Length: 2.0 hours, one session virtually w/ recording
Content: In this workshop, you will learn how to use the best free and low-cost tools to develop, publish, and manage social media content with the most popular tools in the industry

- how to develop attractive feeds,
- design like a pro without being an expert: digital flyer, an announcement, or a video using different applications
- create your own content using easy, low cost and free tools,
- how to protect yourself from copyright infringement.

Two optional workshops on digital marketing:

Wednesday, December 1 6:00-8:00 p.m.
Workshop 9: Radically Improve Your Organic Reach on Instagram and Google for Business

Instructor: Zanibel Melo (Hispanic Market Solutions)
Length: 2.0 hours, virtual session w/ recording
Content: In this workshop, you will learn the strategies to position your business through organic search. You will gain an understanding of Instagram and Google for Business to create engagement without paid promotions. You will learn how to apply organic Instagram and Google for Business techniques that work.

Wednesday, December 8
6:00 – 8:00 p.m.

Workshop 9: Paid Marketing Strategies to Increase Sales

Instructors: Zanibel Melo (Hispanic Market Solutions)

Length: 2.0 hours, one session virtually w/ recording

Content: In this workshop, you will learn how to create a paid marketing campaign to attract your ideal client. Learn how to use Facebook, Instagram, and Google to target your customers to increase engagement and sales. You will also learn how to track your campaign results with reports that show reach, shares, views, site visits and purchases from your campaign. You will learn how to use paid promotions on Instagram, Facebook, and Google for Business.

General Information

Audience: Maximum 20 participants in each session

https://www.bhcc.edu/workforce/smallbusinessandentrepreneurship/

Location: Remote using Zoom with recording for future showing, Links will be sent to registered participants hours before class

Materials: They will be sent via email, so please make sure you give the best email address.

Time: Most programs will start at 6:00 pm to 7:30 pm, the full accounting workshops program will be held on Monday, Wednesday, and Thursday from 6:00 pm to 8 pm.