

eBiz! Table Topics

What's a table session?

It's a chance to "get up close and professional" with speakers, sponsors and experts who can answer your questions. After registering, you'll get to choose your top 3 topics and you'll be assigned to a topic on a first come first register basis. You'll be able to engage in meaningful conversation, share information and ask questions of your table expert. Seating will be limited to no more than 10 attendees per topic. Below are the table topics listed alphabetically as well as their respective table hosts.

TABLE TOPICS	TABLE HOSTS
Building and sustaining lasting relationships with your customers	Constant Contact
Business plans that work and are easy	SCORE
Cash flow projection and how it can save a business	SCORE
Challenges/opportunities facing home based businesses	Comcast Business Services
Domain names	JBS Partners
E-marketing vs. traditional marketing	Brookline Bank
How to integrate your SEO with other online marketing efforts	Brick Market
Improving your small business credit score	Citizens Bank
Internet security	Watertown Savings
LinkedIn	The Children's Room
Online business banking—is it right for my business?	Watertown Savings
Online cash management	Brookline Bank
Power of branding	A-Type Marketing
Recover from any computer disaster in 60 minutes	Computer Café
Small businesses CAN compete successfully with the "big guys"	The Book Rack
Surviving as a retail store in a tough economy	SCORE
The in's and out's of getting a small business loan	East Cambridge Savings
Top 10 items to consider for your Internet marketing budget (will include discussion of free tools on the Internet)	Walden WebWorks
Using a contact management system for customer retention	Mirak.com
Using surveys to grow your business	Market Edge Consulting Group
Which eBiz strategies are the most effective for my business?	Clearly Creative

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