

Educational Webinars

for New and Growing Businesses

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Webinars are best viewed in Internet Explorer with pop-ups disabled (Click 'thumbnail' button below the video on the webinar if page slides do not appear on right)

<p>"The Hiring Process: Making Effective Hiring Decisions", Presented by Michael Pires, President, HR411. mpires@hr411.com</p>	<p>Covers hiring process for Entrepreneurs running Companies or other executives who are not HR specialists and looking to bring fresh talent on board. It covers all the decisions involved in hiring process and guidelines on making them.</p>	<p>http://vbpresenter.com/ctc/recruitingandhiring</p>
<p>"Valuation of Early Stage Companies" Presented by Liddy Karter, Karter Capital Advisors. lkarter@kartercapital.com</p>	<p>Focuses on valuation of start up Companies in pre-revenue concept stage from an angel investor's perspective.</p>	<p>http://vbpresenter.com/ctc/companyvaluation</p>
<p>"Developing a Steady Stream of Sales Leads - Part 1: Basic Tools" Presented by: Al Davidson, Strategic Sales and Marketing. al@manageyourleads.com</p>	<p>Discusses basic tools for lead generation including database or SFA Software, updated contact list and qualification script.</p>	<p>http://vbpresenter.com/ctc/developleadspart1</p>
<p>"Developing a Steady Stream of Sales Leads- Part 2: Lead Generation Strategy " Presented by: Al Davidson, Strategic Sales and Marketing. al@manageyourleads.com</p>	<p>Describes key elements of lead generation strategy, contact rate with key decision makers, process workflow of lead development and targeting the right companies.</p>	<p>http://vbpresenter.com/ctc/developleadspart2</p>
<p>"Developing a Steady Stream of Sales Leads- Part 3: Lead Management" Presented by: Al Davidson, Strategic Sales and Marketing al@manageyourleads.com</p>	<p>Covers state of the art tools like technology and elements of lead management including qualifying prospects, managing long range leads and program diagnostics.</p>	<p>http://vbpresenter.com/ctc/developleadspart3</p>
<p>"Get the Biggest Bang for your Buck in Software Development" Presented by Judi Otton, Advanced Decisions JOtton@advanceddecisions.com</p>	<p>Outlines the three critical areas of software development process that every executive needs to know when starting a software company.</p>	<p>http://vbpresenter.com/ctc/softwaredevelopment</p>
<p>"CT Digital Media Tax Credit" Presented by Isaiah Cooper, Cooper Law LLC, icooper@cooperlaw.net</p>	<p>Covers three types of Tax Credits: Film & Multimedia Production Credit, Infrastructure Credit, Digital Animation Production Company Credit, offered by the CT State to promote media and film production. Learn how to obtain these credits, who is eligible and areas/industries covered for media tax credit.</p>	<p>http://vbpresenter.com/ctc/MediaTaxCredit</p>

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<p>"Intellectual Property in Business Transactions", Presented by William Cass, Partner, Cantor Colburn LLP</p>	<p>Introduction to general concepts concerning how IP rights are addressed, instances where Business meets IP, Common examples of IP protection, the process involved, due diligence, Patents, Trademarks, Copyrights, Financials, Litigation in IP's, comparing with competitors IP's, valuation of IP etc.</p>	<p>http://vbpresenter.com/ctc/PatentsforBusTrans</p>
<p>"Structuring and Financing Issues in Building a Technology Business" Presented by Frank Marco, Wiggin & Dana</p>	<p>Great information on various structural issues relating to Scability hitting on IP's, NDA's, Management Team, Founder issues, shareholder agreements, nature of investors, capital structure, valuation and legal engagements. Everything one must know about financing structure of startups.</p>	<p>http://vbpresenter.com/ctc/StructureIssues</p>
<p>"Getting Your Ideas To Market 'Licensing'", Presented by Robert J. Metzler, Tyler Cooper</p>	<p>License the Production, Distribution, Marketing and Selling of the Commercial Application of the Invention to Someone Already in a Related Business.</p>	<p>http://vbpresenter.com/ctc/getyourideatomarket</p>
<p>"Choosing Business Location", Presented by Elena Cahill, Tyler Cooper ecahill@tylercooper.com</p>	<p>Learn what you need to know when choosing a location for your business. Should you lease or purchase? What are the types of leases available? Can property owners contract for part of profits in a lease? Find the answers to those questions and others.</p>	<p>http://vbpresenter.com/ctc/chooselocation</p>
<p>"Employee Contracts", - Hiring", Presented by Christopher A. Kelland, Tyler Cooper. ckelland@tylercooper.com</p>	<p>If you are ready to hire for your business, this presentation will instruct you on Labor and IRS regulations. You will also learn what benefits you need to offer employees, and tips of whether you should hire or contract.</p>	<p>http://vbpresenter.com/ctc/employcontracts</p>

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<p>"Financing a Business", Presented by Elena Cahill, Tyler Cooper. ecahill@tylercooper.com</p>	<p>Overview of Federal and State Securities Laws Raising Private Capital: Equity Financing Commercial Bank Loans: Debt Financing Alternatives</p>	<p>http://vbpresenter.com/ctc/financingabus</p>
<p>"What Investors Look for in an Entrepreneur's Presentation", Presented by Liddy Karter lkarter@kartercapital.com</p>	<p>Learn about investment process, steps involved in raising capital, Pre and Post Money Valuation, and all the points investors look for in business plan and presentations.</p>	<p>http://vbpresenter.com/ctc/Whatinvestorslookfor</p>
<p>"Sales Process for Early Stage Companies", Presented by Bill Landers, Xsellense Inc</p>	<p>What to consider when creating and executing the sales process such as The Target Market, Prospect Database, Decision Maker Profile, Sales Method, Anticipating and Overcoming Objections. Length of The Sales Cycle, Sales Script Development.</p>	<p>http://vbpresenter.com/ctc/businessplan</p>
<p>"Executive Coaching to make Effective Presentations", Presented by Adrienne Milics, Parnassum</p>	<p>How to structure your presentation for maximum impact, using your voice and presence to bring your sales presentations to life. Also, how to use an elevator speech to make connections and leave a lasting impression of you and your company.</p>	<p>http://vbpresenter.com/ctc/ExecCoaching</p>
<p>"Competitive Intelligence", Presented by Fred Wergeles, Fred Wergeles & Associates LLC Fred@IntelStrategy.com</p>	<p>Provides low-cost techniques to forecast competitor actions and learn their market, how to:</p> <ol style="list-style-type: none"> 1. Collect market info from the web for free 2. Build a network of intelligence sources 3. Exploit market & competitor info to win business. 	<p>http://vbpresenter.com/ctc/CompIntell02-2007</p>
<p>"Creating an Integrated Marketing Communications Plan", Presented by Ira Yellen, First Experience Communications. iwyellen@firstexperience.com</p>	<p>Provides an outline to use to create an integrated marketing communication plan. How to determine the audience perspectives and perceptions; get stakeholders to gain acceptance of ideas; achieve specific objectives regarding timetables, budget & staffing.</p>	<p>http://vbpresenter.com/ctc/mktgplan042007</p>

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<p>"Insurance for Technology Employers", Presented by Tim Bragdon, R.C. Knox & Co. tbragdon@rcknox.com</p>	<p>Coverage on Health Insurance Costs, Companies offering insurance, their costs and pros and cons, Government Solutions and solutions for Employers.</p>	<p>http://vbpresenter.com/ctc/InsforTechEmployers</p>
<p>"Making Sense of HR", David Lewis, Operations Inc. dlewis@operationsinc.com</p>	<p>Covers HR Employee Infrastructure covering employee handbook, recordkeeping practices, federal and state laws related to HR, free and low cost sources of detailed information and vendor usage for insurance.</p>	<p>http://vbpresenter.com/ctc/MakingSenseofHR03-2007</p>
<p>"Patents as Barrier to Entry", Presented by Barry Kramer, Edwards Angell Palmer & Dodge LLC. bkramer@eapdlaw.com</p>	<p>Information on Patents, laws related to infringement, rights provided by Patents, Counsel's advice on infringement, and need for patents for companies in technology space.</p>	<p>http://vbpresenter.com/ctc/PatentsasBarrier</p>
<p>"Corporate Structure and Selection of Board", Presented by Vincent Kiernan Edwards Angell Palmer & Dodge vkiernan@cl-law.com</p>	<p>Covers types of Business Entities like LLC, LLP, C-Corp, S-Corp, Partnerships, Differences between Directors and Advisory Board, Selection of Board of Members, Types of Board of Members.</p>	<p>http://vbpresenter.com/ctc/CorpStruct-selectBoard</p>