

Project **Enterprise**

Entrepreneur Week 2010: March 15th–19th

Managing Your Business in the Digital Age

Translation: Giving Your Business Meaning



With **Steve Stoute**, *Translation*

Entrepreneurial legend, Steve Stoute, shares his personal journey from the music industry to becoming one of the biggest and most respected marketing and advertising figures in any industry.

Monday, March 15

6:00–8:30pm

NYU Wasserman Center
Rooms A & B
133 E. 13th St., 2nd Fl
b/t 3rd & 4th Aves.

*Service Showcase of PE
businesses starts at 6pm.*

\$10 Admission

Free for PE Members

Haciendo Negocio al Estilo Americano!!

Un panel de empresarios y expertos latinos compartirán como hacer su negocio al estilo americano. (En Español)



Wednesday, March 17

5:30–8:00pm

Brooklyn Business
Solutions Center
9 Bond Street, 5th Fl
Downtown Brooklyn

Temas Incluyen:

- Mercadeo a bajo costo
- El poder de la tecnología
- Beneficios de formalizar su negocio
- Sugerencias de empresarios exitosos

Gratis

Branding & Marketing Using Social Media

Social media experts share their tips and techniques for entrepreneurs to create a digital presence using some of the latest social media tools like blogging, Twitter and Facebook.

With:

- Maisha Walker
- Angie Hancock
- Eric Hamilton
- Gary Coichy
- Fritz Desir



Tuesday, March 16

6:30–8:30pm

NYU Stern School of
Business, Room 5-50
44 West 4th St.

\$10 Admission

Free for PE Members

The New Basics:

21st Century Business Management

Advances in software and online tools can help you manage your business more efficiently. Learn from experts in computer-based business management about the best technologies for entrepreneurs. Facilitated by **Carmen Wong-Ulrich**, *CNBC*.



With:

- **Frank Celentano**, TD Bank
- **Vanessa Wakeman**, The Wakeman Agency
- **George Williams**, Ujamaa Communications

Thursday, March 18

6:30–8:30pm

NYU Wasserman Center
Room A
133 E. 13th St., 2nd Fl
b/t 3rd & 4th Aves.

Free

Wrap up your week with a **Networking Happy Hour!**

Friday, March 19th: 5:30pm—8:00pm

MOCA LOUNGE • 2210 Frederick Douglass Blvd (@119th St) • cash bar