

Students to Start-ups

Entrepreneurial Skills Training Workshop Series

Who this workshop is for:

UC Irvine students and technologists actively starting or planning to start new businesses.

What you will learn:

Get the most from your website...this two part workshop will help you to maximize the return on your internet investment. You need to attract visitors to your website. But, your website should also do more than generate visitors; it should help to achieve your business objectives including revenue, profit, market share, and customer loyalty. We will demystify the technical jargon of "internet design, development and marketing" in order to help you increase your website traffic, as well as how to convert these visitors to some desired action, all while managing the costs of maintaining your site.

Part I of the workshop will focus on driving traffic to your website from search engine visitors and via email marketing. Part II of the workshop will focus on converting your website's visitors to a desired action, how to measure the success of your internet marketing efforts, and the general approaches to developing your internet presence.

About Mike Mata:

Mike brings 25 years of experience in the computer industry in executive roles for companies such as HP, Compaq, Gateway, BMC Software and IBM. Before retiring, Mike served as vice president of global accounts and operations at Hewlett Packard. Prior to joining HP, he served as Compaq's vice president and general manager of worldwide market development and partnerships. Mike served in many other senior managerial capacities, including vice president of the enterprise solutions division. He also held management roles in business development, commercial marketing, business planning, distribution strategy and major account marketing. At Gateway Computer, Mike served as the vice president of e-commerce & business development and as vice president of marketing for the commercial business unit.

Internet Marketing Boot Camp – Part I

Presented by Mike Mata

When:

March 6, 2007

Noon – 1:00 P.M

Location:

Calit2 at UC Irvine

(The California Institute for Telecommunications and Information Technology)

Building 325 on UC Irvine map

Room 3008

www.calit2.net

Cost:

Free to all

Seating limited, please reserve your seat early.

Complimentary lunch will be served.

RSVP:

<http://ceiworkshop-internetmarketing1.eventbrite.com>

Students to Start-ups

Entrepreneurial Skills Training Workshop Series

All events are:

Noon – 1:00 pm

Calit2 at UC Irvine

(The California Institute for Telecommunications and Information Technology)

Building 325 on UC Irvine map

Room 3008

www.calit2.net

FREE

Seating limited, please reserve your seat early.

Complimentary lunch will be served.

Please RSVP to: cei@merage.uci.edu / 949-824-1172

2006 - 2007 Schedule

November 7, 2006

Starting Your Business with QuickBooks – Part I

November 14, 2006

Starting Your Business with QuickBooks – Part II

January 16, 2007

Finding Start-up Capital

February 6, 2007

Entrepreneur Panel: I Came, I Saw, I Created!!

February 20, 2007

Secrets to Successfully Pitching Investors (and others)

March 6, 2007

Internet Marketing Boot Camp – Part I

March 20, 2007

Internet Marketing Boot Camp – Part II

April 3, 2007

What Makes a Successful Business Idea?

April 17, 2007

10 Things to Keep You From Getting Sued

The University of California at Irvine's Paul Merage School of Business ("UCI") will be videotaping and recording the Students to Start-Ups Workshops, and the videotapes may include the image or likeness of attendees and/or their voice (the "Work"). UCI will make the Work available in the future, in electronic form including, video streaming, video tapes and like medium. By signing up as a Workshop Registrant, I understand that the Student to Start-Ups Workshop will be recorded and hereby release to UCI any and all rights that I may have for UCI to release and otherwise redistribute the Work, for profit or not for profit, in any form and in any manner.

Thank you to our Sponsors:

