



FREE Small Business Webinars

Six Games + Global Fans = Big Wins for Small Businesses



FEB 5TH
5:00PM-8:00PM

[Click here to register.](#)

Welcome Global Soccer Visitors with Practical Marketing Skills

Learn how to reach international customers, adapt your offerings for different cultures and turn this into an opportunity that continues after the final whistle blows.

FEB 13TH
10:00AM-1:00PM

[Click here to register.](#)

More Marketing Strategies for the Global Soccer Event in KC

Develop a pre-action strategy as well as a day-by-game-day action plan encompassing digital, social, cultural and local marketing.

MAR 20TH
1:00PM-4:00PM

[Click here to register.](#)

Welcome Global Soccer Visitors with Practical Marketing Skills

Get the exact strategies, timelines, and action steps you need to market to global visitors and maximize your sales during this event - including the official tournament events and celebrations across the region.

MAR 24TH
1:00PM-4:00PM

[Click here to register.](#)

Website Readiness for Global Soccer Visitors and Customers

We'll cover core elements such as mobile responsiveness, navigation clarity, ease of understanding what you offer, and clear ways to do business with you.

APR 8TH
1:00PM-4:00PM

[Click here to register.](#)

Visibility Strategies for Global Soccer Visitors and Customers

This class explores practical strategies businesses can use to be more discoverable to people visiting from outside the U.S. Topics include online directories, local and regional listings, social media presence, Google visibility, and website basics that support findability.

APR 23RD
5:00PM-7:30PM

[Click here to register.](#)

In-Depth Global Email/Social Media Marketing Strategies

Explore foundational email and social media marketing concepts with added consideration for international audiences. Topics include maintaining relationships across time zones, cultural awareness in messaging, and creating content that remains relevant after visitors return home.

Or, to access all SCORE KC workshops, visit: <https://tinyurl.com/4jwrdrwhn>