

## BUSINESS SEMINAR SERIES

### Website: Your Image, Your Strategy, Your Project

All seminars are held from 6:00-8:00 p.m. at the Bard Center for Entrepreneurship. This seminar series is free and open to the public.

RSVP no later than the Monday before to Beth at [bard.center@ucdenver.edu](mailto:bard.center@ucdenver.edu) or (303) 620-4050.

#### **OCTOBER 29, 2008: YOUR WEBSITE IS YOUR IMAGE – Dawn Gregg**

In this session you will learn how internet users evaluate websites for cues that produce trust and a willingness to transact with potentially unknown e-business partners. You will learn the ways of creating strong and trustworthy electronic persona for e-business.



Dawn Gregg is an Associate Professor at the University of Colorado Denver's Business School. She received her Ph.D. in Computer Information Systems from Arizona State University. Dr. Gregg is also a Co-Founder of [Developing Minds Software](#) and the first place winner of the Bard Center's 7<sup>th</sup> Annual Business Plan Competition.

#### **NOVEMBER 5, 2008: WEB STRATEGY – Jeff Calderone**

Comprehensive web strategies can drive traffic to your site, measure online campaign results, and help you to obtain a significant return on investment as quickly as possible. In this session you will see examples of user-friendly websites that clearly communicate your company's brand and vision and compel potential customers and other site visitors to take notice. You will learn about affordable search engine optimization and pay-per-click strategies that increase your web traffic, convert website visitors to actual customers, and increase your revenue.



Jeff Calderone is the Founder of Elevated Third. [Elevated Third](#) develops integrated, end-to-end web strategies and refreshing designs that bring real results. Jeff received his MBA from the University of Colorado Denver and his Certificate in Entrepreneurial Studies from the Bard Center. Jeff started his business in the Bard Center Incubator. Growing from two to eight employees.

#### **DECEMBER 3, 2008 – HOW TO START & IMPROVE YOUR WEBSITE – Dawn Gregg**

In this session you will learn website basics such as: web hosting, web design, and how to use simple tools to build your website and enhance your web presence. No matter what stage your website is in, you will learn how to make it better.