

SPRING 2024

entrepreneurship & innovation **WORKSHOPS**

02.02.24 / 12 - 1:30 PM @ THE BREWER FAMILY ENTREPRENEURSHIP HUB

1 WELCOME TO OEI!

Are you someone who cares about solving problems that impact the world? If so, join us at the Office of Entrepreneurship and Innovation (OEI) for an information session about the program offerings that can help you jumpstart your entrepreneurial and innovation journey. Led by Deb Williams, Sr. Director of Student Programs & Operations and by Jessica Andrews, Associate Director of McMillon Innovation Studio

02.05.24 / 4 - 5:30 PM @ THE HUB

2 FUEL YOUR ENTREPRENEURSHIP JOURNEY

Unlock your full entrepreneurial potential by learning how to implement the Entrepreneur Operating System (EOS) principles and tools to drive business growth, enhance productivity, and achieve sustainable success. Led by Richard Cole, EOS Implementer

02.21.24 / 11:30 - 1:00 PM @ THE STUDIO (SEE BACK)

3 BECOMING DIGITAL MARKETING STREET-SMART

Become street-smart in digital marketing by learning about tools and tactics that will help you engine your startup or business. Led by Chris Medenwald, Marketing Instructor for the Sam M. Walton College of Business

**FOOD PROVIDED
AT ALL WORKSHOPS**

4 APPLIED IMPROV FOR ENTREPRENEURS

03.06.24 / 11:30 - 1 PM @ THE HUB

Strengthen your entrepreneurial mindset using the core principles of improvisation. Learn how to work from the top of your intelligence! Led by Stacey Mason, CEO / founder, The Improv Lab

5 FOUNDER STORY: CHRIS THOMPSON

03.12.24 / 4:30 PM - 6 PM @ THE HUB

Join us as we embark on an exclusive "behind the curtain" look at what the life of a successful entrepreneur is really like, battle scars and all, as we hear from Chris Thompson, CEO and Founder of Sober Sidekick by Empathy HealthTech. Sober Sidekick replaces the stigma of addiction with empathy through engagement technology.



UNIVERSITY OF
ARKANSAS

Entrepreneurship and Innovation

MORE 

sign up at entrepreneurship.uark.edu

04.04.24 / 11:30 - 1 PM @ THE STUDIO



THE ART OF PUBLIC SPEAKING

Learn how to sharpen your public speaking skills to confidently present and tell a story. Led by Todd "Bowtie" Jenkins, Founder of Bowtie Leadership & Development, Inc.

04.16.24 / 5:30 - 7 PM @ THE GREENHOUSE



FINANCING MY STARTUP: WHERE DO I START?

Learn how to make informed decisions at the initial steps of financing your startup. A conversation with Carol Silva Moralez, President / CEO of Upskill NWA

01 DOWNTOWN FAYETTEVILLE



THE HUB

Brewer Family Entrepreneurship Hub

OUR LOCATIONS:

123 W. Mountain St. Fayetteville, AR

02 U of A CAMPUS



THE STUDIO

McMillon Innovation Studio

146 N. Harmon Ave. Fayetteville, AR

03 TRAIL-SIDE IN BENTONVILLE



THE GREENHOUSE

at the Bentonville Collaborative

702 SE 5th St. Suite 46 Bentonville, AR

04 DICKSON STREET



STARTUP VILLAGE

in the Hathcock Building

240 N. Block Ave. Fayetteville, AR

05 TRAIL-SIDE IN BENTONVILLE



STARTUP VILLAGE NORTH

at the Bentonville Collaborative

700 SE 5th St. Suite 130 Bentonville, AR

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