



PROFESSIONAL DEVELOPMENT ONLINE PROGRAM

ENABLING SMEs THROUGH TECHNOLOGY

www.escochecksacademy.com

AUGUST 12, 2022

Synchronous sessions via Zoom

Asynchronous sessions via access to the Escochecks Academy platform



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and Escochecks Academy*

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Escochecks Philippines is an
accredited CPD provider granted
by the Professional Regulation
Commission



**ENROLL. LEARN.
SUCCEED.**

ABOUT ESCOCHECKS PHILIPPINES

Escochecks Philippines Company, Ltd. is a wholly owned subsidiary of Escochecks Inc. in the USA. Escochecks Philippines is a business service provider with core competencies in the fields of accounting, bookkeeping, finance, taxation, payroll, and HR, among others. We offer these services to our clients with the aim of being their partners in driving business growth and efficiencies.

ABOUT ESCOCHECKS ACADEMY

Escochecks Academy is the training arm of the Escochecks Group of Companies which handles accounting, bookkeeping, payroll, taxes & human resources functions for various businesses in Los Angeles, Las Vegas and Manila. The academy is also an accredited continuing professional development (CPD) provider under the Professional Regulation Commission (PRC) in the Philippines.

Currently, it is working on its accreditation with the Internal Revenue Service (IRS) and California Tax Education Council in the U.S.

Core to the academy's course offerings are continuing development programs which could help entrepreneurs and professionals manage their business and career opportunities better. We also offer introductory courses on how to use QuickBooks which is specially designed for SMEs who want to manage their finances on an integrated platform.

ENABLING SMES THROUGH TECHNOLOGY

SMEs must ramp up their virtual relationships because that is what customers are doing. Customers with the greatest disposable income have the least time. However, engaging customers online can be daunting. If SMEs are selling products online or via social media such as facebook, one is not maximizing these online marketing potential as customers can easily find alternatives or the same product elsewhere or can compare prices easily online. So SMEs must leverage strategic tools to pinpoint your most profitable audiences

In this webinar, you will learn how to create an online Business Profile that lets you easily connect with customers across Google Search and Maps. You will learn how to find the Ads manager, create your ads, boost posts and see how your customers engage with your Business Profile.



PROGRAM OUTLINE

- I. The Possibilities
 - a. The problem with current media
 - b. Where to begin?
 - c. Creating an Account
 - d. That target customer
- II. Keyword Evaluation
 - a. Identification of Keywords
 - b. Search Results Analysis
 - c. Competition
- III. Your Online Business Profile
 - a. Google My Business
 - b. Google Sites
 - c. Ads



**Atty. Sharon B. Millan,
CPA, CSEE, DPA**

Resource Person

Atty. Sharon Millan is a CPA lawyer and a career service executive eligible (CSEE) professional. She is a partner of Millan and Uy Accounting and a member of Jalbuna, Cataluña and Nunez Law Co. She is also the president of Farm Logic Corp. and serves as the corporate secretary as well as the finance and legal advisor for Data Viz PH Inc. She has ten years of combined teaching experience as an assistant professor in the College of Management, University of the Philippines Visayas and as a current faculty in the College of Law, University of San Agustin Iloilo.

At present, Atty Millan is affiliated with Integrated Bar of the Philippines (IBP) and Philippine Institute of Certified Public Accountants (PICPA). She served as the past president of PICPA - Iloilo chapter in 2016-2017. She is also a GoNegosyo mentor for business law, taxation and financial management.

Atty. Millan was recognized as one of the outstanding women of Iloilo City under the professional service category in March 2017. She also published an article with the Philippine Board of Accountancy Technical Journal.

Atty. Millan graduated from the University of the Philippines Visayas with a degree of Bachelor of Science in Accounting in 1996. She returned three years later to complete her Master of Management with a major in Public Management. She earned her doctorate in public administration from the University of the Philippines Diliman with a dissertation on design thinking and collaborative governance for public service innovation.



ENABLING SMES THROUGH TECHNOLOGY

Program Details:

August 12, 2022
Tuesday

1:00PM - 6:00PM via Zoom

Program Fee

Rate - ₱1,000

*Schedules and prices may change without
prior notice

Register Now!

Ms. Suzette Borromeo (Registrar)

Mobile: (+63) 998-9555-848
(Philippines)

Mr. Roy Escosar

Main Trunk Line: (+1) 818-436-4688
(USA)

Email:

info@escochecksacademy.com

Facebook Page:

facebook.com/ECAcademyAccreditedCPDProvider