



# WATERLOO REGION SMALL BUSINESS CENTRE

**Nov 16 | 6:30 – 7:30 pm | [Peer2Peer: Digital Marketing with Lindsay Coulter](#)**

Looking to get tips on digital marketing strategies for your business? @lcoulterphoto will be discussing how she built her thriving business from the ground up using these strategies and how they constantly evolve including what type of content to share, how to create engaging content, targeting your demographic using ads and how to turn followers into customers! Presented by Waterloo Region Small Business Centre

**Nov 17 | 9:30 – 11:00 am | [Sales Success – Finding your Way](#)**

What is the secret formula for Sales Success? It all starts with you and finding your way! As self-professed lifestyle entrepreneur, Shelley McQuade shares her story and what she has discovered in her journey of “selling the invisible”. You will leave the session inspired and with a roadmap that lays the tracks to achieve sales success. Presented by Hamilton Business Centre

**Nov 17 | 4:00 – 6:00 pm | [Manufacturing 101](#)**

For a Maker, the decisions necessary to scale require not just practical production and technological changes, but a cognitive shift in terms of Maker identity, role and approach to the creative process. In order to help each of us successfully pilot our own course from Maker to Manufacturer, we will touch on topics including; what is a “Maker” vs a “Manufacturer”, back of envelope milestones, product critical assessment, scaling manufacturing production with lean thinking, and strategizing pricing structures and distribution platforms. Presented by Kingston Small Business

**Nov 18 | 9:30 – 11:30 pm | [Foundations of Intellectual Property](#)**

Have you ever thought about protecting your intellectual property? Are you familiar with the various types of IP that can protect your innovation? Or protect your brand? Come and learn about the importance of protecting your intangible assets! Our speaker, Caroline Lefebvre, IP advisor with the Canadian Intellectual Property Office will also offer virtual office hours throughout the day: contact her directly to book an appointment and discuss your specific projects. Presented by Invest Ottawa

**Nov 18 | 12:00 – 1:00 pm | [Social Enterprise 101](#)**

In this webinar, you will learn more about social enterprise models and characteristics, local examples, support resources, and considerations for starting. Join us to learn more about this unique type of business that uses revenue-generating activities to achieve a social, environmental or cultural good. Presented by Invest Ottawa

**Nov 19 | 9:30 – 10:30 am | [REM Web Solutions presents AODA \(Accessibility for Ontarians with Disabilities Act\)](#)**

Did you know? By January 2021, all companies in Ontario with over 50+ employees can be fined up to \$100,000 each day their website is not compliant. It's an Ontario law that websites have to be accessible for everyone, no matter their disability. REM Web Solutions presents AODA (Accessibility for Ontarians with Disabilities Act). Learn what AODA is, how it effects your business and resources for you to navigate your websites compliance. Presented by Cambridge Chamber of Commerce

**Nov 19 | 10:00 – 11:30 am | [Name Your Price: Assigning Value to Your Products and Services](#)**

Learn how to set fair and competitive prices for your products and services, while overcoming mindset barriers that may be holding you back. In this 90-minute workshop, Cheryl Himburg of Key Element Solutions will share strategies for pricing your products and services for break-even and profit. By combining strategy with a mindset that recognizes the true value of your experience and expertise, you'll be setting yourself up for business success. Presented by Queen's University.

**Nov 19 | 1:00 – 3:00 pm | [Reopening Ontario with Ministry of Labour, Training and Skills Development](#)**

The session will be delivered by subject-matter experts from the ministry who will answer frequently asked questions the ministry receives about COVID-19, such as: What flexibility is there around changing hours of work? Can an employee be fired if they refuse to go back to work due to a family obligation related to COVID-19? Who is responsible for protecting workers against COVID-19 in the workplace? Can a worker refuse to work if they feel unsafe due to COVID-19? There will also be a Q&A period where you can ask and get answers to your own questions. Presented by Guelph Business Centre

**Nov 19 | 2:00 – 3:30 pm | [Everything You Need to Know About Cyber Insurance with HUB International](#)**

Join cyber experts from Hub International to learn about the evolving world of cyber liability insurance and its role in protecting technology businesses from cyber risk. We'll talk about the risks to your business, and how insurance can help to mitigate these risks and facilitate your business growth. Presented by Invest Ottawa

**Nov 19 | 4:00 – 5:30 pm | [Opportunities for Social Enterprise](#)**

In this session, you will gain an in-depth look at funding resources from grants to micro-loans, through to venture capital. We will spend time on your specific business needs and understand what it takes to grow a social enterprise. Presented by Kingston Small Business

**Nov 19 | 7:00 – 8:00 pm | [Why your Business needs and Online Store – ShopHERE powered by Google](#)**

ShopHERE provides independent small businesses and artists with a quick, easy and no-cost way to get selling online right away. The goal of ShopHERE Powered By Google is to build and optimize online stores for small independent businesses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into the online market. Presented by Digital Main Street.



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## **Nov 19 | 7:00 - 8:30 pm | [eCommerce Options for Small Business](#)**

It's never been easier for small businesses to dip their toes into the world of ecommerce. Discover the fundamentals of selling online in this webinar that's perfect for ecommerce beginners. Presented by the Ontario Digital Main Street Initiative

## **Nov 23 | 9:30 – 11:00 am | [Optimize Google My Business – Basic Level](#)**

Discover the importance of Google My Business. One of the best tools a small business owner can invest in is Google My Business. This free platform is the first place a new or returning customer will find you when looking for your company online. With the ability to curate reviews, display store hours, photos of your location, products and services, Google My Business is the best digital investment a small business owner can make from the comfort of their couch. Presented by the Waterloo Region Small Business Centre

## **Nov 23 | 9:30 – 11:00 am | [Optimize Google My Business – Advanced Level](#)**

Get the most out of your Google My Business profile. Enhancing your Google My Business profile listing will help customers find your products and services much easier (SEO) and will help you stand out from your local competition. Learn to manage good and bad reviews, list upcoming events and special product offerings from an easy to control dashboard. Learn to use the reporting features and gain insight into how your customers are interacting with your brand on Google. Presented by the Waterloo Region Small Business Centre

## **Nov 23 | 6:30 – 7:30 pm | [Side Hustles with Jeff Mitchell](#)**

Are you looking to start and grow a thriving side hustle? Are you looking for opportunities to pivot your current side hustle to thrive in this time of change and uncertainty? Join the Side Hustle P2P, a networking opportunity and community engagement hosted by Side Hustlers, for Side Hustlers. Join Jeff Mitchell, the head of Side Hustle Programs for the Maker's Collective, for a 60-minute session to learn some key insights about finding side hustle success and to connect with other side hustlers. Presented by the Waterloo Region Small Business Centre

## **Nov 23 | 6:30 – 7:30 pm | [Nuts and Bolts of Building a Construction Trade Business](#)**

Navigate the regulatory compliance of running a successful construction trades business! Are you someone interested in building/growing/developing a construction trades business and want to be your own boss? An individual with a strong work ethic and trades skill? Topics Addressed: Construction/Trades Businesses that require a Municipal License; Building Permits – when are they required? Should I register for HST? What are the benefits? Income Tax considerations; What are the liability and insurance requirements for my business? WSIB requirements? And much more... Presented by London Small Business Centre with the City of London, Chartered Tax Accountants and Insurance Professionals.

## **Nov 24 | 9:30 – 11:30 am | [Financial Forecasting](#)**

This 2-hour webinar will help you understand how to develop sound financial projections and a working cash flow model, as well as interpret related financial statement components. You may wish to consult the Canada Revenue Agency guide "Information for Canadian Businesses" which is a great reference tool: <https://www.canada.ca/en/revenue-agency/services/forms-publications/publications/rc4070.html> Presented by Invest Ottawa

## **Nov 25 | 10:00 – 11:30 am | [Recovery Essentials: Labour Relations, Task and People in the 2nd Wave](#)**

Do you have questions about CERB & CEWS now that your team is returning to work? This webinar walks you through important next steps. Businesses are reopening, some may still be in limbo and others may be completely suspending operations indefinitely. It can be challenging to know what resources and safeguards are in place to ensure a smooth transition to your next step. Presented by Invest Ottawa

## **Nov 25 | 7:00 - 8:30 pm | [Google Analytics for Small Business](#)**

Ever wondered who's visiting your website, and what they're doing there? Google Analytics can tell you all of that and more. Discover the fundamentals of Google Analytics in this beginner-level webinar. Presented by the Ontario Digital Main Street Initiative

## **Dec 1 | 12:00 – 1:00 pm | [Customer Experience: The secret to online sales success](#)**

The growth of online sales has only been accelerated by COVID-19. Nearly 85% of Canadian consumers now buy on the Internet, and almost 60% of B2B buying decisions take place online before a salesperson is contacted. With so many players vying for people's limited attention and budgets, optimizing your customers' web experience should be a top priority. In this free live webinar, BDC Advisory Services experts will present a step-by-step approach for optimizing your website to attract and convert customers. Presented by BDC Advisory Services.

## **Dec 2 | 7:00 - 8:30 pm | [Facebook and Instagram Advertising on a Small Budget](#)**

Whether you have \$0, \$50, or \$100 a month to spend on Facebook and Instagram, you can still reach your target customers and clients. Discover some creative ways to do so in this beginner-level webinar. Presented by the Ontario Digital Main Street Initiative

## **Dec 2 | 2:00 – 3:00 pm | [Cash Flow Management Strategies – Future Proof](#)**

Cash Flow is the number one factor that decides the success and longevity of a business. A mediocre business with well managed cash flow will always outlast a great business that manages cash flow poorly. Understanding your cash flow actually allows you to have much more freedom, while at the same time reducing unpredictability and anxiety in your business operations. One of the most effective steps you can take towards creating a more successful and resilient business is starting to understand and manage your cash flow today. Presented by Digital Main Street.



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**Dec 8 | 7:00 - 8:30 pm | [Social Media for Small Business](#)**

Social media can be a very powerful tool for business growth, but first you need to know what it is and how it works. In this fun and interactive workshop, we'll look at the basics of today's popular social media channels—including Facebook, YouTube, Twitter, Instagram, LinkedIn, and Pinterest—and decide which are right for you. You'll develop a social media plan that will drive business results without a big investment of time and energy. Presented by the Ontario Digital Main Street Initiative

**Dec 9 | 7:00 - 8:30 pm | [Side Hustle Starter Kit](#)**

If you are a new side hustler, freelancer, entrepreneur OR if you would like to become one, there is a community to support you, a pathway to follow, and resources to empower you to start and grow your thriving side hustle. Join the FREE Side Hustle Starter Kit webinar and kickstart your journey to starting and growing your thriving side hustle. REGISTER NOW! Presented by The Maker's Collective