



WATERLOO REGION SMALL BUSINESS CENTRE

ANYTIME – 24/7 ON-DEMAND | [Business Basics](#)

This series of 10 free online learning sessions will help you to learn the basics of starting a business. Topics include: are you ready to be a business owner, how to research your idea, how to do market research, marketing and sales, government regulations, what structure is best for your business, how to register you Ontario business online step by step and more. Presented by SBC Ontario

Oct 5 | 1:00 – 2:30 pm | [Scale Up & Grow](#)

Are you ready to grow your business? Do you know what to do next, which steps will move your business forward best? This interactive workshop will explore the strategies for business growth and help you decide on your next step. Topics will include: Volume Growth; Idea, Product and Services Growth; Network Growth; Market Growth; Income Growth; Tools to personalize that strategy to your business. During the workshop you will be given tools to examine each of these strategies in greater detail and build a customized approach to grow your business. Presented by Waterloo Region Small Business Centre

Oct 6 | 6:30 – 8:00 pm | [Small Biz Mentoring with Lacey & Bri](#)

A psychic medium and a life coach welcome you to ask your questions! What a duo! Let's talk mindset, following your intuition, and building your own heart-centered small biz! Join us for an introduction on Instagram Live where we will not only introduce ourselves but also provide a live guided meditation and collective tarot card reading! The Instagram live starts at 6:30PM on @waterlooregionsbc and then will transition to the interactive zoom event. So grab a free ticket, your dreams, and come join us! Presented by Waterloo Region Small Business Centre

Oct 6 | 9:30 – 11:00 am | [Startup Business Basics](#)

Starting a new business venture? Learn the necessary steps to start your business! Including: the various forms of business ownership; government regulations; the importance of a business plan; forecasting cash flow; identifying your target market and client profile; when and why to register for HST. Presented by Waterloo Region Small Business Centre

Oct 13 | 9:30 – 11:00 am | [Startup Business Basics](#)

Starting a new business venture? Learn the necessary steps to start your business! Including: the various forms of business ownership; government regulations; the importance of a business plan; forecasting cash flow; identifying your target market and client profile; when and why to register for HST. Presented by Waterloo Region Small Business Centre

Oct 18 | 12:00 – 1:00 pm | [Introduction to E-mail Marketing](#)

When you build email marketing infrastructure, you are investing in a long-term sales strategy. A month of ad-spend can drive sales now. Applying that same budget to email marketing can drive sales for a year or more. Email marketing is one of the most effective online sales tools. Mastering simple best practices and key concepts can help you increase conversions and avoid the spam filter. Presented by Waterloo Region Small Business Centre

Oct 20 | 9:30 – 11:00 am | [Startup Business Basics](#)

Starting a new business venture? Learn the necessary steps to start your business! Including: the various forms of business ownership; government regulations; the importance of a business plan; forecasting cash flow; identifying your target market and client profile; when and why to register for HST. Presented by Waterloo Region Small Business Centre

Oct 22 | 8:30 – 9:30 am | [Human Resources for Startups](#)

All the info you need to create strong people processes in your new company, including recruiting and government compliance. We'll cover a wide range of topics ensuring you have the right components throughout the employee life-cycle, from culture to employment and beyond. We'll share lots of tools and tips to ensure that your people practices are getting you the most value for your people dollar, and keeping you and your staff compliant and productive. Presented by Waterloo Region Small Business Centre

Oct 25 | 12:00 – 1:00 pm | [Using Canva for Business - Beginner](#)

This webinar will teach participants how to use Canva to create graphics for social media, website and marketing materials to expand their online brand. Canva makes graphic design amazingly simple for everyone, by bringing together a drag-and-drop design tool with a library of more than 1 million stock photographs, graphic elements and fonts. Presented by Waterloo Region Small Business Centre

Oct 26 | 10:30 –12:00 pm | [Business Plan 101](#)

Why have a business plan? A business plan is a roadmap for your business that outlines goals and details how you plan to achieve those goals. THIS SESSION WILL EXPLORE: Business Plan overview & why it's vital; Thought mapping your business; Research /information you'll need; Understanding your target market; Business Model Canvas: 1 page plan; Developing a plan for success; Introduction to Financial Planning and Forecasting. Presented by Waterloo Region Small Business Centre



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Oct 29 | 8:30 – 9:30 am | [Vampires and Saints – the Battle for your Business Culture](#)

We've all met them, worked with them, and perhaps even hired them. They're the individuals who undermine the great work your business does, spread distrust in the workplace and alienate your best employees. Meet the Vampires. Just before Halloween, we're doing to go in-depth to understand the impact on your business and how to manage your culture to create more Saints. Presented by Waterloo Region Small Business Centre

Nov 1 | 12:00 – 1:00 pm | [Social Media – Types, Tools & Tips](#)

Are you a small business owner? How do you choose the best social media channels and manage your social media empire? Join us to learn how to use social media to proactively strengthen your business credibility, grow your community and build the kind of brand loyalty you've always dreamed of. You'll have the opportunity to get answers to your questions live. Presented by Waterloo Region Small Business Centre

Nov 5 | 8:30 – 9:30 am | [Developing and Strengthening Your Business Culture](#)

Your business culture can be your strategic advantage or your Achilles heel. In this practical session, we'll explore the various elements of culture and its most critical ingredient – you. We'll share some tips on how to develop your values and behaviours as a foundation for your business practices and people culture. We'll also discuss how to understand your current culture to improve and strengthen it. Presented by Waterloo Region Small Business Centre

Nov 8 | 12:00 – 1:00 pm | [How to Use Instagram Shoppable Tags Effectively](#)

If you're an e-commerce seller who is just starting out on Instagram, or you may find it tricky to determine which strategies will drive sale, then build a Shoppable Instagram Feed to start selling! Interested in learning more? Join our webinar to help you learn how to make a sales boost that links your audience straight to your product page within Instagram. Presented by Waterloo Region Small Business Centre

Nov 15 | 12:00 – 1:00 pm | [How to Improve & Optimize Your Website](#)

Having a website that is fast, attractive, and performing optimally is the best tool to enhance your customer journey and to convert leads to sales. In this webinar, we will cover the following topics: Run Your Website URL through a Site Audit Tool; Find Technical Errors; Identify SEO Problems; Assess Website Content; Generate a Checklist of All Site Issues and Recommended Fixes. Presented by Waterloo Region Small Business Centre

Nov 22 | 12:00 – 1:00 pm | [Introduction to Google Tools](#)

Learn about how Google is empowering small businesses with a full suite of tools designed to make your operations easy and consistent. Matched with educational resources to help you on the go. Start making the most of your digital tools. Presented by Waterloo Region Small Business Centre

Nov 29 | 12:00 – 1:00 pm | [Using Canva for Business - Advanced](#)

This webinar will teach participants how to use Canva to create graphics for social media, website and marketing materials to expand their online brand. Canva makes graphic design amazingly simple for everyone, by bringing together a drag-and-drop design tool with a library of more than 1 million stock photographs, graphic elements and fonts. Presented by Waterloo Region Small Business Centre