



# WATERLOO REGION SMALL BUSINESS CENTRE

## **Sept 23 | 10 - 11:30 am | [Startup Business Basics](#)**

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

## **Sept 23 | 10 am - 12 pm | [The Future of Work - Untapped Talent during Covid-19](#)**

Join WITT and Buildupwomen Series on Wednesday September 23rd at 1:30pm EST, we will be joined by 4 incredible women to talk about the Untapped talent in Canada pre & post Covid-19. Newcomers Women have been one of the most affected people during the COVID-19 pandemic. Join the conversation as we unveil and learn about the personal struggles faced among newcomer women in finding employment during the pandemic, diversity & inclusion and the difficulties employers face in finding talent. Presented by Invest Ottawa

## **Sept 24 | 10 am - 12 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

**Sept 24 | 9:30 - 11:00 am | [How to Create 15 pieces of Social Media Content from a Blog Post](#)** We all know providing your audience with new, fresh content is what keeps them engaged and coming back for more. In this workshop: Learn how to take some time out and create a collection of focused content in one go; Follow a step by step process for creating all your social media content from one blog post; Walk away with 2 weeks worth of content for your social media platforms. fee \$15 Presented by Business Advisory Centre Durham

## **Sept 24 | 1 - 2:00 pm | [The Digital Advantage:Securing your Business Online](#)**

Who should attend? Canadian companies selling domestically or internationally, who want to learn how to secure their business against digital risk to successfully expand into new markets. Digital adoption and transformation can significantly improve the management and growth prospects of your company. But going digital comes with risks. IT security, information security and client data protection are key areas for your company to consider when you're looking to securely grow into new markets. In this webinar, we'll address common misconceptions about digital risk, share real cases and discuss mitigations to protect your company. Presented by Hamilton Business Centre

## **Sept 24 | 2pm - 4:00 pm | [Financials and Operations Fundamentals](#)**

Take better control of your business by understanding the accounting basics. In this session we discuss Financials/Accounting and Operations. By understanding the accounting and financial principles and developing these operational strategies, you can create effective and efficient systems for running your business profitably and growing it. Presented by Business Advisory Centre Durham

## **Sept 25 | 10 am - 12 pm | [Socialpreneur Chats: Monthly Drop-in Discussion](#)**

Want to meet other social innovators and entrepreneurs? Drop by and join our online peer group the last Friday morning of each month from 9:30 AM - 11 AM. Facilitated by our Social Enterprise Coach, this is an opportunity to meet our team and other social entrepreneurs. Presented by Pillar Non-Profit

## **Sept 28 | 10 am - 12 pm | [CRA Tax Obligation](#)**

The seminar is mainly designed for owners of small unincorporated businesses, however, if you are incorporated you may also learn something new!

### **The CRA Liaison Officer provide the following information:**

- Explaining common tax errors, what causes them and how to avoid them
- Explanation of financial benchmarks for relevant industries
- Information on the CRA's services
- An explanation of general bookkeeping concepts and best practices



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## **Sept 28 | 10:30 am - 12 pm | [Validating Your Business Idea](#)**

This session is targeted at entrepreneurs who are at the idea stage of starting a business. There are many great ideas, but do you have a great business idea? This session will discuss many of the factors you need to consider before you jump into business. In this 1.5 hour session, you will be introduced to The Lean Start Up Canvas, which is a tool used to help validate your business. Presented by Invest Ottawa

## **Sept 29 | 10 - 11:30 am | [Startup Business Basics](#)**

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

## **Sept 29 | 10 am - 11:30 pm | [Marketing After COVID](#)**

It's harder than ever to forecast performance and trends far into the future. Canadian businesses have to face rapidly shifting consumer tendencies and continual social unrest. In the noisy world of marketing, businesses have to rethink marketing tactics and stay in step with target consumer mindsets. This seminar will push you to think about your content, media spend, and how to adapt your current strategies and tactics to best manage through the post covid world. Presented by Mississauga Small Business Centre

## **Sept 29 | 10 am - 12:00 pm | [Branding 101](#)**

Learn the foundations for building a powerful brand. Your brand is more than your logo. Learn what it takes to build a strong brand from the inside out, from focusing your customer to finding your unique voice. This is a hands-on workshop. Please be ready for in-class activities and share-out. We'll be applying theory to your own business. Presented by Invest Ottawa

## **Sept 29 | 1 - 2:00 pm | [Ecommerce: How to reach new and existing customers digitally?](#)**

This webinar will cover: Why you need to engage in e-commerce; How to work with different channels; Marketplace how-to's; Vendor intros; Export through e-commerce; Government programs and supports Presented by Kingston Small Business

## **Sept 29 | 6:30 - 7:30 pm | [B Corps and Benefit Companies: A Legal and Business Considerations Overview](#)**

In this webinar, we'll explore: The difference between a B Corp and a Benefit Company; What led to the emergence of each; Why companies choose to become B Corps and/or Benefit Companies; What each signifies for investors; The process of obtaining B Corp and/or Benefit Company status; and The future of B Corps and Benefit Companies Presented by Centre for Innovation

## **Sept 30 | 10 - 11:30 am | [Negotiating with Creditors during COVID-19](#)**

In this highly interactive workshop designed for an Invest Ottawa audience (Teach, Talk, Try), participants will receive practical guidance from the presenters on the following: Benefits and challenges of pre-bankruptcy or insolvency negotiations because of COVID-19; Tactics for approaching different creditor types; Conversing with your commercial landlord; Prepping for court or mediation during a pandemic. Presented by Invest Ottawa

**Sept 30 | 9 - 10:00 am | [Why Your Business Needs An Online Store – ShopHERE powered by Google](#)** In this FREE online webinar hosted by the Hamilton Business Centre, we'll discuss the ShopHere initiative, powered by Google. Chris Hamoen from Digital Main Street joins us to discuss the ShopHere program and answers some of the commonly asked questions. Topics include: Who is Digital Main Street? What is ShopHere? What does it mean to sell online, and why should my business? Do I qualify for this program? What are the costs involved? Do you have any examples of completed websites? Presented by Hamilton Business Centre and Digital Main [Street](#)

## **Sept 30 | 12 - 1:00 pm | [Future of Work webinar: Covid 19 is not enough to bring about the Future of Work](#)**

At our next Future of Work Speaker Series event, Stephen Harrington, Deloitte's National Lead – Workforce Strategy, will explore how organizations need to reimagine – not redesign – their operations around the key future of work drivers. The world of work was already bracing for massive change before the arrival of COVID-19. Businesses that have been feeling the sting of automation, an ageing workforce and rapid changes in technology have been forced to adapt to remote work, social distancing, and dramatic shifts in consumer expectations and needs. While most of us enjoy fewer meetings, the new and widespread delivery and online ordering options, and less paper, there is still lots of change happening to the ways we will work and operate our businesses in the future. Presented by Invest Ottawa

## **Sept 30 | 1 - 2:30 pm | [Startup Law 101: Intellectual Property Considerations for Entrepreneurs](#)**

Join Miller Thomson LLP in an online presentation about all things Intellectual Property. As one of Canada's leading IP lawyers and trademark practitioners, David will walk you through the basics of intellectual property (IP). This session will cover a range of important facts and topics such as: What are the different kinds of IP? Legal considerations in starting and growing your new company Presented by Innovation Guelph

## **Oct 1 | 9 - 10:00 am | [Employment Law Considerations During the Reopening of Ontario](#)**

Despite the end of Ontario's declared emergency, employers continue to face COVID-19 employment law issues while they resume operations and/or manage the fallout from the continuing pandemic. We will discuss an employer's ongoing obligations to those employees who remain on temporary layoff and those who are currently in the workplace. Employers will be provided with practical information on how to ensure they properly accommodate employee needs while balancing their desire to resume "normal" operations. Presented by Cambridge Chamber of Commerce



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## Oct 1 | 10 - 11:30 am | [Digital Marketing 101](#)

During this webinar, learn the key aspects of digital marketing. Using a simple seven-step process, discover the essential components of an effective online strategy, with tips on how to get started using a website, social media, and email marketing, to promote your business. Presented by Mississauga Small Business

**Oct 1 | 11:30 12:30 pm | [Why Your Business Needs An Online Store – ShopHERE powered by Google](#)** 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. When I sign up with ShopHERE, what do I get? An online Shopify ecommerce website customized with your information, theme, logo and branding; Hands-on assistance setting up and launching your online store; training to support your online store including topics like digital marketing, shipping and inventory management training to support your online store including topics like digital marketing, shipping and inventory management; Presented by Digital Main Street

## Oct 1 | 3 - 5:00 pm | [Market Research and Business Planning](#)

Market research is essential for business planning. Learn about market research and how to use free, essential online business resources. This workshop will help you to find resources around industry profiles, local competition, company reports, client behaviour, business partners, as well as support mechanisms available. Presented by Invest Ottawa

## Oct 6 | 9:30 - 11:00 am | [Etsy 101: Launch your Maker Shop](#)

Etsy is a great way for creators, makers, designers and artisans to sell products and services online without building your own e-commerce site. In this workshop we will work how to set up your own successful shop on Etsy and on what you need to know so your thrives. Presented by Business Advisory Centre Durham

## Oct 6 | 10 - 12:00 pm | [Getting Started with E-Commerce](#)

Need to get your online business up and running? Since the beginning of the global pandemic, online sales have doubled. Now is the perfect time to kickstart or transform your online business and take it to the next level. Join Sean Stephens, CEO of Treefrog, as he shares his beginner's crash course on getting started with e-commerce. In this digital webinar session, you will learn about the various e-commerce platforms and which one is best suited for your business, how to use e-commerce to optimize sales and what it takes to get your e-commerce business up and running. Presented by Mississauga Small Business Centre

## Oct 6 | 1 - 2:00 pm | [Time-Management Habits for Busy Professionals Working from Home](#)

Is coping with a new routine impacting your performance and well-being? You might feel caught under the weight of your typical responsibilities and find it challenging to disconnect with "the office" steps away from your bedroom. You're not alone in trying to navigate through this change. Discover the time-management habits that will help you experience greater work/life harmony. Imagine your day running like clockwork. It's Monday morning, and you open your laptop with priorities in place. Experiencing the quiet, you need to focus. Interruptions and distractions come up, as they always do. But you're on top of it, with space in your calendar to handle them. You are finishing work at a reasonable hour because you've optimized your time and end the day feeling confident about what you've accomplished. Presented by Invest Ottawa

## Oct 6 | 2 - 4:00 pm | [Business Plan Masterclass](#)

This hands on masterclass will take you through the steps of writing your business plan and financial projections. A business plan and financial forecasts are needed when applying for loans and funds and to provide clarity and direction in a business owner's journey. This masterclass is for businesses who want hands-on help writing their own business plan. We will go through all the sections in the business plan as well as the cash flow document. Presented by Business Advisory Centre Durham

## Oct 6 | 4 - 6:00 pm | [Entrepreneurship 101](#)

Thinking about starting a business? Being a successful entrepreneur requires a lot of planning, innovation and risk-taking. It involves hard work and dedication but if you're up to the challenge, there are many potential benefits! Still not sure if entrepreneurship is right for you? Attend this workshop to see if you have the right skills to start and grow a business! Presented by Kingston Small Business

## Oct 7 | 9:30 - 11:30 am | [Creating PowerPoint Slides that Sparkle!](#)

Microsoft PowerPoint is the leading business tool for creating professional presentations. When used to its full potential, it can help you engage your audience, tell your story and inspire action. During this workshop, participants will not only learn best practices for presentation design, but also the essential skills for building each slide step-by-step. Presented by Business Advisory Centre Durham

## Oct 7 | 10 - 11:30 am | [Uncover Your Website Secrets with Google Analytics](#)

If your website could tell you a story about what makes your business successful online, would you listen? In this beginner-level seminar, you will learn how to unlock the story of your website. Find out why the most popular pages and traffic sources aren't necessarily the most valuable ones and discover the secrets to online success as told by your own website. Presented by Invest Ottawa



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## **Oct 8 | 1 - 3:00 pm | [Using Pinterest for Business Growth](#)**

Pinterest is one of the world's leading platforms for sharing ideas and finding inspiration. However, it is one of the most ignored social media platforms among small business owners. Pinterest can be used in the most interesting and exciting ways to attract a great deal of traffic to your offers for free. \$35 Presented by Business Advisory Centre Durham

## **Oct 9 | 9:30 - 11:00 am | [Branding Mistakes and How to Cure Them](#)**

You're really good at what you do. But, it takes so much more than just an idea or your incredible skills to start and run a business. Laura shares her experience working with successful small businesses over the last fifteen years to help entrepreneurs fast-track their own success. You will learn what branding is and why it matters to your small business, as well as 5 of the most common branding mistakes that are costing you money, and how to avoid them to build a strong, memorable business that attracts the right clients. \$25 Presented by Business Advisory Centre Durham

## **Oct 13 | 10 - 12:00 pm | [Scroll Stopping Social Media that Converts](#)**

In this two-hour online webinar, learn how to create a scroll stopping social media presence that converts in the new normal! If you've struggled to create a consistent & awesome social media presence that converts, especially right now, you're not alone. In this session, you'll find out why creating engaging social media accounts don't have to be difficult or time consuming. Social Media Trainer Cher Jones, will teach you several smart strategies and tactics that almost any business can adopt. Fresh out solid ideas? Don't worry Cher's got you covered! She'll reveal some of the best places to find awesome ideas that will get your creative juices flowing. Presented by Mississauga Small Business Centre.

## **Oct 13 | 12- 1:00 pm | [Social Media 201 - Advanced](#)**

Social Media for Business – Advanced Ideal for businesses who already have social media presence. This seminar is ideal for participants who already have a presence on social media to promote their business or organization. Topics include: social media best practices, creating good social content, including increasing likes and engagement, as well as a brief introduction to social media advertising. Presented by Kingston Small Business Ec Dev

## **Oct 14 | 12 - 1:00 pm | [Social Enterprise 101](#)**

What exactly is a social enterprise? How do you start one? And where can you go for help? 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

## **Oct 15 | 1 - 2:00 pm | [Finance Webinar for Non-profit Leaders - Demystifying Reserve Funds](#)**

With the changing economic landscape, many not-for-profit organizations are revisiting their need and use of reserve funds to stay resilient and allow for operational continuity. From the types of reserve funds to the level to maintain, every organization will have a unique plan to meet their specific needs and objectives. However, setting up and maintaining a reserve fund has its challenges. In this webinar, we'll demystify reserve funds and share our best practices for establishing and managing reserve funds for your organization. Presented by Charity Village

## **Oct 15 | 4 - 5:30 pm | [Opportunities for Social Enterprise](#)**

An in-depth look at funding resources from grants to micro-loans, through to venture capital. Do you want to follow your passion to create a business that puts people and planet first? You are not alone. 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 Joanna Reynolds with Kingston Ec Dev

## **Oct 15 | 5 - 6:00 pm | [How to Organize Your Entire Business with Trello](#)**

Today, there is a deluge of information and places to store it. Do you have bookmarks on your laptop, tags on your phone, notes on your phone, saved links on Facebook and forgetting where they all are? Trello is a terrific tool for project management and task management. The visual Kanban boards are flexible, shareable, and let you pack a ton of detail into each card. But Trello isn't just for work and business. You can use it to organize just about anything, perhaps your entire life. Presented by Business Advisory Centre Durham

## **Oct 15 | 5 - 6:00 pm | [Bookkeeping 101](#)**

Join MNP for this informative crash course on bookkeeping essentials. Learn the difference between bookkeeping and accounting, common errors to avoid and how to record financial transactions to get you bookkeeping like a pro. This session will touch on: vehicles for bookkeeping; Accrual vs. cash accounting; Cash accounting basics; Monthly reconciliations; income tax; important deadlines. Presented by Invest Ottawa