



# WATERLOO REGION SMALL BUSINESS CENTRE

## **Jan 13 | 10:00 - 11:30 am | [Social Media for Beginners](#)**

This seminar will help beginners gain valuable information about what social media platform is for you, how to plan your content effectively and some helpful tips and tricks on how to connect with your audience. Presented by the Waterloo Region Small Business Centre

## **Jan 13 | 7:00 - 8:30 pm | [Small Business Websites 101: Online Webinar](#)**

There is a great deal to consider when you're building a new website or redesigning an existing one. This beginner workshop covers everything you need to know, from choosing and registering a domain name, to building the website itself, to making sure it's secure. Presented by Digital Main Street

## **Jan 13 | 2:00 - 3:30 pm | [Business Financials – Future Proof](#)**

From checking the viability of your new business model to calculating your break-even point, join for a session on financial management. Understanding your financials gives you the confidence you need to make sure you're always making the decision that's right for you and your business. It takes the unpredictability out of running a business, allows you to learn from the past, and to plan for the future. And it doesn't have to be hard. In this interactive online Q&A session, we'll cover the financials you need to know as a business owner and how to calculate your break-even point. You'll get a unique opportunity to get simple and direct answers from experts about your most pressing financial questions. Presented by Digital Main Street

## **Jan 14 | 10:00 - 11:30 am | [Startup Business Basics](#)**

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

## **Jan 14 | 10:00 - 11:00 am | [How to use Canva for Business](#)**

Want to learn how to create quick and easy graphics using Canva? This webinar will cover how to create and design social graphics on Canva to share on your social media platforms build out your online brand. Presented by Mississauga Business Enterprise Centre.

## **Jan 14 | 11:00 – 12:30 pm | [Entrepreneurial Accelerator Program: Cash & Finances](#)**

This accelerator program is designed to support budding entrepreneurs from traditionally marginalized communities. Intrigue's purpose is empowering leaders to strengthen communities. Entrepreneurship is one of the most meaningful ways to impact a community. Through education, economic growth, employment, and connection, entrepreneurs do the work that changes the world. The goal of these sessions is to share the experiences we have learned over the years to help entrepreneurs grow faster, and make more impact in their community. All are welcome, the focus is on entrepreneurs from traditionally marginalized communities. Presented by Intrigue Media

## **Jan 14 | 1:00 – 2:00 pm | [\(English\) Home Office Expenses Question and Answer Session](#)**

As you are aware, the COVID-19 pandemic has resulted in many Canadian employees working from home to help minimize the spread of the virus. This has raised legitimate questions about how eligible employees can claim supplies and work-space-in-the-home expenses. We are pleased to offer **two new question and answer sessions** designed to provide an opportunity for employers and employer-focused organizations to have their questions answered about these changes. Presented by CRA

## **Jan 14 | 3:00 – 4:00 pm | [\(French\) Home Office Expenses Question and Answer Session](#)**

As you are aware, the COVID-19 pandemic has resulted in many Canadian employees working from home to help minimize the spread of the virus. This has raised legitimate questions about how eligible employees can claim supplies and work-space-in-the-home expenses. We are pleased to offer **two new question and answer sessions** designed to provide an opportunity for employers and employer-focused organizations to have their questions answered about these changes. Presented by CRA

## **Jan 18 | 2:00 – 4:00 pm | [LinkedIn for Small Business](#)**

One of the best tools a small business owner can use to connect with other professionals is LinkedIn. When forging partnerships or staying in-touch with clients, this free social networking platform is often the first place they will try to connect. When building your business, it is important to go where your customers are. For connecting with professionals, posting business news, or discovering future employees, LinkedIn is the only social network that's purpose built for businesses. This workshop is hands on; you will create a basic LinkedIn Company Page from scratch, specific to your industry and product offerings. Presented by the Waterloo Region Small Business Centre and 2H Media

## **Jan 19 | 2:00 - 3:30 pm | [How to Use Email Marketing to Grow Your Business](#)**

Future Proof is a program that assists businesses with identifying new markets, pivoting their business model, and developing and implementing a deep digital transformation plan. Email is one of the oldest and easiest ways to make money in e-commerce for businesses of any size. Today, whether you're selling online or in person, effective email marketing can create a steady flow of predictable and consistent sales that can become a major source of income for any business. Email may seem intimidating, but it's incredibly easy to start, maintain, and grow an email list that converts for any small business. Join us for an interactive online Q&A session that'll teach you how to start, grow, or scale your email marketing to make more profit. Presented by Digital Main Street



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### **Jan 19 | 3:00 – 5:00 pm | [Sales Planning with Mark Bergen, Head of Revenue at Shopify Plus](#)**

Communitech was founded in 1997 by a group of entrepreneurs who came together to help one another build successful companies to help ensure the future prosperity of Canada. They created an organization to support the entire "Community of Tech" and gave us a mission to help companies start, grow and succeed. Presented by Communitech.

### **Jan 19 | 7:00 - 8:30 pm | [Maximizing Your Online Advertising & Digital Marketing Budget](#)**

You don't need a big budget to get noticed on the web - you just need creativity! Savvy businesses are using bootstrap digital marketing techniques to amplify their message online. In this hands-on workshop, you'll learn the tricks and tools needed to market your business effectively on a shoestring budget. Presented by Digital Main Street in partnership with the Alliston BIA

### **Jan 20 | 2:00 – 3:30 pm | [Startup Business Basics – Cambridge Webinar](#)**

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

### **Jan 20 | 2:00 – 2:45 pm | [Indigenous Peoples: Get your benefits and credits](#)**

The Canada Revenue Agency is pleased to host a live and interactive webinar for Indigenous Peoples in Canada on benefits and credits available to them. An audio-only option will also be available. Some of the topics that will be covered include: Canada child benefit; GST/HST credit; Disability tax credit; Emergency response benefits; Northern residents deductions; Community Volunteer Income Tax Program; and Helpful tools and tips. Participants will have an opportunity to ask questions and get answers throughout the webinar. If you are an organization that offers services to Indigenous Peoples, you can register for the webinar and are encouraged to share the registration information with your clients. Presented by the CRA.

### **Jan 21 | 10:00 - 11:00 am | [How to Build your Business using Google Analytics](#)**

Want to learn how to build your business using Google Analytics? Google Analytics is essential to track important data on your website. In this webinar, learn how to use Google Analytics to help you understand customer behaviour, online campaigns, user experience, and more. Presented by Mississauga Business Enterprise Centre.

### **Jan 21 | 10:00 – 12:00 pm | [Business Plan 101 - Waterloo](#)**

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; and Introduction to Financial Planning and Forecasting. Upon completion of the webinar you will receive additional resources and templates and will be fully equipped to start drafting your own business plan. Presented by the Waterloo Region Small Business Centre

### **Jan 21 | 10:00 - 11:30 am | [Pitching with Power](#)**

Do you struggle to pitch your product or service? Does the prospect of selling make you feel queasy? Do you dread appearing on-air for media interviews? If so, join us for an engaging 90-minute workshop with seasoned, on-air media host Orlena Cain (The Shopping Channel, MIX 97, Audible and Amazon) to uncover the secrets of successful sales pitching. Presented by WE-CAN Project at Queen's University

### **Jan 21 | 1:00 – 2:00 pm | [Brick and Mortar to Click & Order: Retail Experience in 2021](#)**

2020 has transformed retail, forcing brands to reconsider and re-invest in the way they market and sell their products among increased online competition. Join us for an exciting discussion with digital marketing and product leaders on how they've adapted their in-person and online shopping experiences for customers and the retail trends they're most excited about. Presented by BrainStation.

### **Jan 22 | 9:30 – 12:30 pm | [Ask the Expert – Marketing & Sales](#)**

Ask an Expert: Marketing & Sales This session is a unique opportunity to learn and work directly with a marketing expert. It's never been easier to start a business, and now is the perfect time to launch and grow a small business or side hustle. This webinar will show you how to successfully market your product or service for runaway success using easy and affordable sales and marketing tactics. BONUS: bring your questions! Every attendee is encouraged to ask marketing and sales questions that are specific to their business or marketing challenge (10-15 min per person). This is a unique opportunity to receive personal advice from Enterprise Toronto's marketing expert and to interact with fellow attendees. Presented by Enterprise Toronto

### **Jan 27 | 10:00 - 12:00 pm | [CRA Tax Obligations – Cambridge Webinar](#)**

The seminar is mainly designed for owners of small unincorporated businesses, however, if you are incorporated you may also learn something new! Presented by the Waterloo Region Small Business Centre

### **Jan 28 | 10:00 – 11:00 am | [How to use Google Ads](#)**

Want to learn how to create a Google Ad Campaign? This webinar will cover how to create and optimize Google ads to reach your target audience. Presented by Mississauga Business Enterprise Centre.



**Jan 28 | 7:00 - 8:30 pm | [SEO Fundamentals](#)**

You have a website, but how do customers find it? You need to drive traffic to your website by making sure your business shows up on Google when customers search. This beginner workshop will teach you how to connect your business to customer searches on Google and how to optimize your website and digital presence for Google, without costing you money. Presented by Digital Main Street

**Jan 28 | 10:00 - 11:30 am | [Google Ads 101](#)**

In our digital era of online brand building and e-commerce, standing out from the competition is key to driving traffic to your web site and converting leads into sales. In this 90-minute workshop, you'll learn how to use Google Ads in your business to increase online exposure and get better results from your campaigns. Experts Julilyn Woods and Catherine Colasimone of The Small Social Company will help participants understand how to harness the power of Google Ads. (Yes, it's possible even if you're not an online expert!). If you're just getting started with Google ads, this workshop is for you. Presented by WE-CAN Project at Queen's University.

**Feb 4 | 10:00 – 11:00 am | [How to use Facebook Business Manager](#)**

Want to learn how to use Facebook Business Manager to help you organize and manage your business? Facebook Business Manager is a great and free tool for businesses to help manage marketing and social media efforts. Presented by Mississauga Business Enterprise Centre.

**Feb 11 | 11:00 – 12:30 pm | [Entrepreneurial Accelerator Program: Recruiting & Coaching](#)**

This accelerator program is designed to support budding entrepreneurs from traditionally marginalized communities. Intrigue's purpose is empowering leaders to strengthen communities. Entrepreneurship is one of the most meaningful ways to impact a community. Through education, economic growth, employment, and connection, entrepreneurs do the work that changes the world. The goal of these sessions is to share the experiences we have learned over the years to help entrepreneurs grow faster, and make more impact in their community. All are welcome, the focus in on entrepreneurs from traditionally marginalized communities. Presented by Intrigue Media

**Feb 11 | 11:00 – 12:30 pm | [Entrepreneurial Accelerator Program: Customer Service & Operations](#)**

This accelerator program is designed to support budding entrepreneurs from traditionally marginalized communities. Intrigue's purpose is empowering leaders to strengthen communities. Entrepreneurship is one of the most meaningful ways to impact a community. Through education, economic growth, employment, and connection, entrepreneurs do the work that changes the world. The goal of these sessions is to share the experiences we have learned over the years to help entrepreneurs grow faster, and make more impact in their community. All are welcome, the focus in on entrepreneurs from traditionally marginalized communities. Presented by Intrigue Media