



# WATERLOO REGION SMALL BUSINESS CENTRE

## **July 27 | 9:30 - 11 am | [How To Adapt Your Business & Thrive In Post-COVID Economy](#)**

Learn what entrepreneurs can do to prepare for the post-COVID opportunities. How to survive, pivot and thrive in the months ahead. Are you ready to adapt your business to the new economic reality? In this free, live webinar we will present a step-by-step strategic approach to understanding the opportunities, what tools can help equip your business to deal with the changed economic landscape. Presented by BACD.

## **July 29 | 10 - 11 am | [Marketing 101](#)**

This seminar will assist entrepreneurs in understanding how to effectively market their product/service by applying the "4 Ps of Marketing". Attendees will learn to utilize this strategy to create a sales and marketing strategy. Your business will be better equipped to identify your target market, create best practices for promotion and understand how this direction can be used to increase your sales. Presented by WRSBC.

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

Starting a new business venture? Learn the necessary steps to start your business! Including: how to assess your entrepreneurial readiness; the various forms of business ownership; government regulations; the importance of a business plan; forecasting cash flow; identifying your target market and; and when and why to register for HST. Presented by WRSBC.

## **July 30 | 1 - 2:30 am | [Digital Marketing for Musicians](#)**

Are you a musician who wants to build your online brand? During this webinar, you will learn the key aspects of digital marketing for professional musicians. Using a simple seven-step process, discover the essential components of an effective online strategy. Attendees will learn tips, best practices and access resources available for musicians who want to build their online brand in today's digital-first economy. This will include ways to use your website, social media, and email marketing, to promote your business. Presented by Mississauga SBC

## **July 30 | 11:30 - 12:30 pm | [shopHERE powered by Google](#)**

In this webinar you will get the answers to the top questions DMS received about the ShopHERE program, including:

- 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?

## **July 30 | 3 - 4:00 pm | [CX Training: Reimagining the Customer Experience Post Covid-19](#)**

Companies need to understand what customers will value, post-COVID-19, and develop new use cases and tailored experiences based on those insights. Inconsistent customer experiences result in missed sales opportunities, poor reviews and ratings, lack of loyalty and costly customer service remedies. Many business owners struggle to create a client experience that meets and exceeds expectations. How brands effectively appeal, attract and retain customers is directly related to their client's experience. Client experience informs long term purchasing behaviour and loyalty. Presented by Hamilton Business Centre

## **July 31 | 9:30 - 11:00 am | [Socialpreneur Chats](#)**

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. Presented by Pillar Non-Profit

## **August 5, 12, | 10 - 11:30 am | [Digital Marketing Bootcamp](#)**

In this two-part online workshop, learn how to take your digital marketing beyond the basics. Learn how to create a simple digital marketing plan from start-to-finish. Course materials will be provided, including templates, guides and resources. Presented by Mississauga SBC

**August 6 | 9:30 - 11:00 am | [Startup Business Basics](#)**

Starting a new business venture? Learn the necessary steps to start your business! Including: how to assess your entrepreneurial readiness; the various forms of business ownership; government regulations; the importance of a business plan; forecasting cash flow; identifying your target market and; and when and why to register for HST. Presented by WRSBC.

**August 7 | 9:00 am - 12:00 pm | [Ask the Expert: Legal Advice for Businesses - Marketing/Referral Agreements](#)**

In this workshop, participants are presented with a case study about expanding a product distribution network. Participants are taught key insights into marketing agreements, referral agreements and reseller agreements through the use of innovative, online contract drafting and learning tools. All episodes of this series (whether live or rebroadcast) will include a live Q&A throughout the presentation with our trainer lawyers, live chat, live case studies throughout. Presented by DealPrep.

**August 10 | 4 - 5:00 pm | [Coping with Stress: Parents and Kids-COVID-19](#)**

What are the stress effects on dealing with COVID on your family? We will be exploring triggers, coping mechanisms, and activities to enhance your "shelter at home" experience caused by physical distancing. Markham Small Business Centre

**August 13 | 3 - 4:00 pm | [CX Training: Maintaining Customer Loyalty and Trust](#)**

This is a time for companies to look ahead, to consider the improved and innovative offerings they can launch in the market now that will serve customer needs today as well as provide momentum into the future. By letting customers know they are important by keeping their interests first and foremost, companies can retain customer loyalty and trust. Presented by Hamilton Business Centre

**August 17 | 12 - 1:00 pm | [Digital Skills for Success](#)**

In this new virtual world, digital skills and tech competencies are the foundation for success. This webinar will explore how to "level-up" individuals and businesses through tech enablement. Presented by Markham Small Business Centre

**August 19 | 10 - 11:00 am | [How to Start a Food and Beverage Business](#)**

Starting a food business? In this online webinar, learn steps to consider when launching your food business, including choosing the right business idea, financing options, market research, government regulations and licenses, and more. Presented by Mississauga SBC

**August 19 | 10 - 11:30 am | [Business Plan Essentials](#)**

Business plans can provide countless benefits beyond just applying for financing. They provide vision and guidance while you launch and run your company and allow you to be focused on your goals even while working on day-to-day operations. Participants will understand the basic layout of a business plan including an overview of requirements and recommendations of each section. You will also be provided with a business planning template. This seminar will take place over Web Ex and a link will be emailed out before the event. Presented by WRSBC.

**August 26 | 10 - 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. Links to the webinar will be emailed to participants. Presented by WRSBC.

**Every day | 5:00 pm | [Strategies for Brick & Mortar Retailers During COVID-19](#)**

Learn tips and best practices that brick, and mortar retailers can use during the COVID-19 pandemic. Presented by Shopify.