



WATERLOO REGION SMALL BUSINESS CENTRE

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 6 | 7:00 - 8:30 pm | [Small Business Websites 101](#)

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, to making sure it's secure. Presented by the Ontario Digital Main Street Initiative

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

Oct 8 | 10 - 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. 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

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



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Oct 12 | 7 - 8:30 pm | [Founding & Funding Your Food Business](#)

An overview of the considerations you will need to make, the resources you need to know about and the current trends in the food industry. You will get a very brief overview of what it takes to start a consumer-packaged goods food product business. Presented by the Food Venture Program

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 14 | 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. Presented by the Waterloo Region Small Business Centre

Oct 14 | 10 - 12:00 pm | [Cash Flow Management Strategies for Small Business](#)

The world just changed rapidly, leaving many uncertain of how they are going to survive the economic impact of Covid-19. Enterprise Toronto is hosting free webinars with Andrew Patricio of BizLaunch during Small Business Month to help. These Interactive webinars will cover valuable information such as how to adapt and modernize your business plans, manage your finances and cash flow, and improve marketing. Presented by Enterprise Toronto

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



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Oct 15 | 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 to optimize your website and digital presence for Google, without costing you money. Presented by the Ontario Digital Main Street Initiative

Oct 21 | 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. Presented by the Waterloo Region Small Business Centre

Oct 21 | 7:00 - 8:30 pm | [Small Business Data Privacy and the Law: Online Webinar](#)

Most small businesses don't have onsite IT departments, but that doesn't mean you're off the hook when it comes to keeping your customer and client data secure. Discover how to do so effectively and safely in this beginner-level webinar. Presented by the Ontario Digital Main Street Initiative

Oct 23 | 12:00 - 1:00 pm | [#StartupChats | Strengthening Your Online Presence](#)

As a business owner, establishing a strong online presence is essential towards making potential sales and gaining loyal customers. With today's shift to digital, establishing a positive image and creating a personal brand is as important as ever. For entrepreneurs trying to make a name for themselves, this is even more important. Join Startup Canada and Moneris for a live #StartupChats on Twitter. It's hosted by Lyndon Johnson, Founder of Toronto based COMMS.BAR and we'll be discussing 'Strengthening Your Online Presence.' Presented by StartUp Canada

Oct 27 | 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

Nov 5 | 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

Nov 12 | 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 the Ontario Digital Main Street Initiative in partnership with the Alliston BIA

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 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