



# 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

## **Aug 31 | 9:30 – 12:00 pm | [Digital Marketing on a Budget](#)**

You can get a lot done for free! In this workshop, we'll look at ways to market your brand, create content, and grow your business without spending any money at all. Presented by Kingston Economic Development Corporation

## **Sept 1 | 9:30 – 11:00 am | [Raising the Bar: Creating an Impactful 2SLGBTQ+ Inclusion Journey](#)**

"Informed approaches to inclusion create meaningful and sustainable change for organizations to help ensure each employee feels comfortable bringing their authentic selves to work which in turn provides companies the opportunity to leverage diversity and further excel at their primary mission." This training session aims to educate and support organizations of all sizes and from all industries to make progress on 2SLGBTQ+ inclusion in the workplace, sharing insights and best practices in Canada. Presented by Invest Ottawa

## **Sept 1 | 12:00 – 1:00 pm | [Advancing the Sustainable Development Goals in Your Community](#)**

The Sustainable Development Goals (SDGs) provide a useful framework for communities to make progress on issues that matter to them. Many cities and communities are already working to localize the SDGs, and others are exploring ways to do so. This webinar will explore promising approaches for Canadian communities to advance the SDGs. Registrants will be among the first to receive a first-of-its-kind guide (available in English and French) on advancing the Global Goals locally, developed by Tamarack Institute in partnership with 10+ diverse organizations leading on the SDGs. Presented by Tamarack Institute

## **Sept 2 | 9:00 – 10:30 am | [Using Canva to Design Tip Sheets and Attract Your Ideal Clients, Part 3](#)**

Canva is a free graphics creation tool that's quick and easy to learn. It is a great resource for entrepreneurs who want to design social media graphics, flyers, posters and visuals that look professional with its endless collection of ready-made templates that are completely customizable. This 3 part webinar series is designed to demonstrate just how easy it is to use. Presented by SBC Ontario

## **Sept 2 | 12:00 – 1:00 pm | [Founder Legal Strategies & Business Structure](#)**

The dynamic duo return! Goodlawyer's Brett & Josh will be breaking down the critical legal strategies that every early-stage startup should be considering. Join as they discuss choosing the right business structure, how to set up your company for investment, incorporating considerations and the legal documents you'll need! Presented by Invest Ottawa

## **Sept 8 | 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

## **Sept 8 | 1:00 – 2:00 pm | [Designing What's Next](#)**

We can be bystanders, or we can be active participants in change. We can accept the designs of the past as given to us or shape the future with ideas and values that are ours. As the world begins to open again, the possibilities ahead of us may seem overwhelming. One way to navigate a rapidly changing future is to apply an innovation and design lens to our futures. Join Cense Inc President, Cameron Norman, an innovator, designer and creative thinker and Liz Weaver in conversation as they launch an innovation and design helix. The innovation and design helix will provide participants with the pathways to apply design thinking to rapidly shifting contexts. Learn how the design helix can be instrumental in leveraging capacity within your organization.. Presented by Tamarack Institute

## **Sept 9 | 10:00 – 11:30 am | [Google Advertising: The Business Owner's Starter Guide](#)**

You've probably heard different things about Google Advertising, some good, some not-so-good. In this free webinar, we will unveil the facts about this often misunderstood form of online promotion, and lay out a framework that will help you decide if it's right for your business. Google Advertising can be very powerful, but only if it's done properly. This webinar is designed specifically for business owners who want to learn more about how Google Ads work, and more importantly, how well it could work for them. By the end of this webinar, you will have a solid understanding of how Google Ads are priced, how to set a realistic budget, and how to identify your return on investment. Presented by Invest Ottawa

## **Sept 9 | 12:00 – 2:00 pm | [The Power of Beliefs](#)**

Learn about the power of letting go, practising daily affirmations, & creating a compelling vision statement! Participants will also learn about the power of letting go, practising daily affirmations, creating a compelling vision statement and also why having a support network around you can help you shift into the new that you may desire. Dr. Joe Dispenza, says, "That to have a new reality, you must change your personality". We will examine what this means in this session so that your actions support the vision you have for your awesome self! This will be an interactive class and will empower participants to embrace the new and make life affirming changes. Presented by Small Business Centres Ontario



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## **Sept 13 | 9:30 – 11:00 am | [Jumpstart Your Facebook Marketing](#)**

2.7 billion people use Facebook every month to connect with friends and family and to discover things that matter. That's a lot of potential eyeballs on your small business. Your Facebook Page can be incredibly useful in both reaching new audiences and establishing relationships with current followers. In order to take advantage of these benefits, however, people need to actually be able to find your page. Presented by SBC Ontario

## **Sept 13 | 1:00 – 2:30 pm | [Importing 101](#)**

This seminar will provide a broad outline of what you need to know to start importing goods from abroad: financial issues (Incoterms, payments, exchange rates, insurance), Canadian import regulations, labelling, quotas; permits and licences, logistics costs, the documentation required for smooth customs clearance, how duties and taxes work; Free Trade Agreements and their impact, the role of the customs broker and other intermediaries. Learn the basics as well as the important details impacting your bottom line and avoid mistakes, minimize costs/risks and maximize revenue. Presented by Invest Ottawa

## **Sept 14 | 9:30 – 11:00 am | [Socialpreneur Chats](#)**

Are you looking to start a social enterprise? Are you supporting an existing social enterprise? 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 - 11 AM. Facilitated by our Social Enterprise Coach, this is an opportunity to meet our team and other social entrepreneurs. Come with an idea to share, a challenge to discuss, or a listening ear. Presented by Pillar Nonprofit Network

## **Sept 14 | 10:00 – 12:00 pm | [B Corp 101 Workshop: Learning to Measure What Matters](#)**

What are B Corps™? B Corps represent a movement of entrepreneurs who are proud of their companies' positive impact, whether it's improving the livelihoods of their workers, strengthening their community ties, or revolutionizing current green practices! The common thread linking Certified B Corporations®, such as Toronto-based Propeller Coffee Co. and Gladstone Hotel, is that they define success as more than money – and they measure it using the B Corp assessment. Using a free, confidential online tool based on the B Corp assessment, you will learn how to develop novel metrics of success by measuring your company's current impact in the following areas: governance; employees; community; and environment. Presented by Enterprise Toronto

## **Sept 14 | 1:00 – 2:00 pm | [Basics of Branding](#)**

This webinar will help businesses and entrepreneurs get a firm understanding of the basics of branding. Kathleen Vollebregt Curtis will teach you about: How a brand can support and hyper-charge your business; The importance of brand consistency across all platforms; Understanding and using your brand to its capacity; Recent notable brand moments from a company and marketing perspective. Presented by Kingston Economic Development Corporation

## **Sept 15 | 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

## **Sept 16 | 4:00 – 5:30 pm | [Basics of Branding](#)**

This webinar will help businesses and entrepreneurs get a firm understanding of the basics of branding. Kathleen Vollebregt Curtis will teach you about: How a brand can support and hyper-charge your business; The importance of brand consistency across all platforms; Understanding and using your brand to its capacity; Recent notable brand moments from a company and marketing perspective. Presented by Kingston Economic Development Corporation

## **Sept 21 | 1:00 – 2:00 pm | [Bootcamp: Become Your Own Digital Marketer](#)**

In today's digital world, there are tools and methods for you to market and run your business like a boss, but it can be overwhelming to know what to use and where to start. It's time you become your own ultimate digital champion. Led by Lacey Heels and Brianna Theurer you will be safely under the instruction by two women who are experts in the digital field and understand the needs (and frustrations) of small business owners. Presented by Waterloo Region Small Business Centre

## **Sept 21 | 1:00 – 2:00 pm | [Selling on Social Media](#)**

Want to learn more about fully utilizing the tools to enable shopping online via social media? Join this webinar to learn more about setting up an Instagram or Facebook Shop, creating shoppable posts, or promoting your ecommerce store. Presented by Kingston Economic Development Corporation

## **Sept 21 | 6:00 – 7:30 pm | [Learn How to Optimize Google My Business to get found locally](#)**

This workshop is designed to give you the tools to optimize your local listing! Here you will learn how get your Google My Business listing, set it up and optimize your listing to grow your local audience online. Google My Business is a great tool to drive traffic to your website! Google My Business is a FREE tool offered by Google not just to list your business but also to share your business with those who may be looking for your product or service. Google My Business is a must to be found when people are searching! Presented by SBC Ontario



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**Sept 22 | 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

**Sept 22 | 10:00 –11:00 am | [Pitching to Investors: Tips & Tricks for the Perfect Pitch](#)**

In this workshop, we will walk through an ideal presentation format as well as walk through the unique requirements of an investor pitch. You only get one shot to impress an investor, so you'd better make it count. If you are planning to raise money from investors, you need a good pitch. You will come out of this session with a better presentation and a better shot at being funded. Presented by Brampton Entrepreneur Centre

**Sept 24 | 9:30 –12:00 pm | [General Small Business Tax Literacy Seminar](#)**

This seminar is offered to owners of small businesses and self-employed individuals who need help in understanding their tax obligations. The presentation is geared towards unincorporated businesses and will provide participants with the basic principles and resources needed to navigate the tax system. Presented by Brampton Enterprise Toronto

**Sept 28 | 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

**Sept 29 | 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

**Sept 30 | 10:00 – 11:30 am | [Website 201](#)**

As a business owner or entrepreneur, your website is an essential sales and marketing channel. This webinar will help you leverage your website to take your online sales and marketing efforts to the next level. You will learn in-depth strategies to drive quality traffic to your website; then provide your visitors with the right information and experience to convert them to customers. Presented by Mississauga Business Enterprise Centre

**Sept 30 | 12:00 –1:30 pm | [General Small Business Tax Literacy Seminar](#)**

Social media has the power to connect you to your customers and offers a unique opportunity to engage with them on a more personal level. Whether you are new to social media or have an established following, representatives from [Green Monkey Creative](#) will present strategies on how to build better relationships with your followers. Topics will include ways to balance messaging on your platform, how to engage your audience, and how to show the human side of your brand. Presented by Orangeville

**Sept 30 | 6:30 – 8:00 pm | [Social Enterprise 101](#)**

In this workshop, you will learn more about the social enterprise model, local examples, resources available and considerations for starting. Topics discussed: Definition of Social Enterprise; The Business Case for Social Enterprise; Global frameworks; Operational frameworks; Tools and resources. Presented by Waterloo Region Small Business Centre