



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

June 16 | 1:00 – 2:00 pm | [Manulife Business Success Series – Local Immigrant Connector and Mentorship Programs: Offering a Source of Immigrant Talents](#)

When employers are seeking to hire immigrants – the Connector and Mentorship Programs could be the answer. These programs also offer community members a way to contribute by volunteering to be a Connector or a Mentor. Don't miss hearing about these programs and how they can help your business. Presented by Greater Kitchener Waterloo Chamber of Commerce

June 21 & 22 | 9:30 – 12:00 pm | [Food Venture Bootcamp: Founding and Funding a Food Business](#)

This half day program is to provide entrepreneurs who may be small or medium-sized food product business owners a brief, 5-hr overview of what is needed from a knowledge and resources aspect, to grow their food product business, with an emphasis on packaging your recipe or product for retail or wholesale markets. This program offers a brief overview of the legalities, realistic costs, logistics, food safety, and basic food business principles needed to take your business to the next level. Presented by the WRSBC and Foodventure Program

June 22 | 10:00 – 11:00 am | [Omnichannel 101: How to Combine Digital and Offline Strategies for Growth](#)

In this webinar, Lightspeed's retail expert Glenn Sharp and Robert Hayes, CEO of successful jewellery retailer, Pilgrim, will discuss how to grow your online presence and unify your digital and in-person experiences. We will break down the digital strategies that Hayes followed to successfully open Pilgrim in the early days of the pandemic, from optimizing his website for conversion to building a loyalty program that works across channels. Presented by Digital Main Street

June 22 | 12:00 – 1:00 pm | [How to Work with Influencers to Grow Your Brand](#)

If you're looking to create more brand awareness for your business, influencer marketing might be what you need. Join **Sean Stephens, CEO of Treefrog**, for a webinar that will give you **high-level insights** into working with social media influencers to help you grow your business. In this 50 minute session, you'll come away with a deeper understanding about: What influencer marketing is; How it can grow your business; How to develop a marketing strategy around influencer marketing; and How to find and reach out to influencers. Presented by Invest Ottawa

June 23 | 7:00 – 8:30 pm | [Getting Started with SEO](#)

SEO is the most important part of enhancing your business' online presence. Matthew from our Digital Service Squad will walk you through the 5 biggest SEO opportunities for small business. Topics include: Google My Business; Keeping copywriting simple; Building backlinks; Optimizing images; and creating long form content. The workshop is going to touch on all the areas a small business owner should be made aware of. There will also be time for a Q&A at the end. Presented by the WRSBC

June 23 | 7:00 – 8:30 pm | [Writing Killer Web Content](#)

Great website content can help you achieve your site's desired results - whether that's more sales, more signups, or more visitors. But before you've put a pen (or cursor, if you like) to page, you have to do your research. This workshop will help you write better content for your website that will appeal to your target audience, as well as search engines such as Google. Presented by Digital Main Street

June 24 | 5:00 – 6:30 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. Social enterprise has taken off around the world as demand grows for market solutions that are inclusive and sustain our planet. 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 the Kingston Economic Development Corporation

June 29 | 9:30 – 11:00 am | [Re-entry & Recovery for your Team Post-COVID](#)

Successful reentries take careful planning, and this presentation will provide you with a flight checklist to ensure your teams success! Just as astronauts and their flight teams have to prepare for reentry into earth's atmosphere, we have to prepare to welcome our staff back into our workplaces over the coming weeks. As with any re-entry, we need to be aware of the mental and physical challenges facing our teams. Miscommunication, misunderstandings, and unclear expectations can result in aborted landings, or missing our landing targets. We have to ensure that the people and the physical systems work together to deliver "Mission Possible". Successful reentries take careful planning and this presentation will provide you with a flight checklist to ensure that your teams successfully get back to work. Presented by SBC Ontario

June 30 | 11:00 – 12:00 pm | [Peer2Peer: Ask the Advisor](#)

Have questions about starting or growing a small business? Need guidance on developing a business plan, applying for business loans, navigating the government assistance programs or identifying new target markets? Join this weekly Q&A session hosted by a Waterloo Region Small Business Centre Advisor every Wednesday at 11:00 AM. Presented by the WRSBC



WATERLOO REGION SMALL BUSINESS CENTRE

Jul 7 | 11:00 – 12:00 pm | [Peer2Peer: Ask the Advisor](#)

Have questions about starting or growing a small business? Need guidance on developing a business plan, applying for business loans, navigating the government assistance programs or identifying new target markets? Join this weekly Q&A session hosted by a Waterloo Region Small Business Centre Advisor every Wednesday at 11:00 AM. Presented by the WRSBC

Jul 8 | 6:00 – 7:30 pm | [SEO \(Search Engine Optimization\)](#)

A website is an integral part of your marketing strategy and you need it to be found when people are looking for products and services. By implementing basic SEO (search engine optimization) your website search rankings can easily improve. No matter your level of experience with SEO, it's easy to add these tactics to your overall marketing strategy. Presented by SBC Ontario

Jul 15 | 9:00 – 12:00 pm | [Shopify - Beginner](#)

One of the best-supported eCommerce platforms a small business owner can use to sell online is Shopify. This intuitive Canadian platform is highly expandable and packed with amazing features out of the box. When selling online, it is important to be able to closely manage your product listings and messaging. Shopify empowers business owners to continue running their business online without the need for ongoing development costs. This workshop is hands-on; you will create a product listing from scratch, learn to add or remove a shipping method and learn to manage the content on your homepage. Presented by the WRSBC

Jul 19 | 9:00 – 11:00 am | [Google My Business - Beginner](#)

Google My Business (GMB) is a free and powerful tool for bringing awareness to your local business. Before you even have a website, this is where search engine optimization begins. From initial setup to getting verified by Google, this workshop covers the essential steps to harnessing the power of Google My Business in local searches. Presented by the WRSBC

Jul 19 | 12:00 – 2:00 pm | [Google My Business - Advanced](#)

Enhancing your Google My Business profile listing will help customers find your products and services much easier (SEO) and will help you stand out from your local competition. Learn to manage good and bad reviews, list upcoming events and special product offerings from an easy-to-control dashboard. Learn to use the reporting features and gain insight into how your customers are interacting with your brand on Google. Presented by the WRSBC

Jul 29 | 9:00 – 11:00 am | [Intro to e-Commerce](#)

Selling a product to a customer you have never met is the holy grail of commerce. From Shopify to Amazon and Etsy, we break down all the misconceptions of selling online. With an estimated \$3.5 trillion (2019) spent online each year, now is the best time to offer your products to a larger audience. Is your brand ready to launch? Presented by the WRSBC

Aug 9 | 9:00 – 10:30 am | [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 WRSBC