



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 your Ontario business online step by step and more. Presented by sbcOntario

Apr 13 | 10:00am – 12:00 pm | [Design the Ultimate Customer Experience](#)

This 2-hour interactive workshop will dive into WHY it is so important to go beyond just providing high quality products and great customer service. To create loyal customers, and increase customer retention, and to become the brand that people love, you must design the customer experience that resonates with your ideal customers. Presented by sbcOntario

Apr 13 | 1:00pm – 2:00 pm | [Blogging for Business Workshop](#)

We'll discuss why blogging can be an important part of your marketing strategy, how to write a blog post, keyword research, best SEO practices, and how to use your blog to generate revenue. Presented by Kingston Economic Development Corporation

Apr 14 | 10:00 – 11:30 am | [Startup Business Basics - Cambridge](#)

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 the WRSBC

Apr 15 | 10:00 – 11:30 am | [Google Advertising: The Business Owner's Starter Guide](#)

In this **free webinar**, we will unveil the facts about this often misunderstood form of online promotion, and layout 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

Apr 15 | 11:30 – 12:30 pm | [How An Online Store Can Boost Your Business: Free Ontario Program](#)

ShopHERE provides independent small businesses and artists with a quick, easy and no-cost way to get selling online right away. The goal of ShopHERE Powered By Google is to build and optimize online stores for small independent businesses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into the online market. Presented by Digital Main Street

Apr 15 | 2:30 – 4:00 pm | [The Future of the Workplace Part 2: Building a Sustainable Workplace](#)

2nd in a series of "The Future of the Workplace". This is a journey for organizations that want to better understand the need for more human spaces. Utilize the best in workplace design, technology, flexible office and holistic solutions to build customized, profitable strategies for business, designed for human experience. Presented by Invest Ottawa

Apr 15 | 6:00 – 7:30 pm | [Optimize Google My Business and get found Locally](#)

This workshop is designed to give you the tools to optimize your local listing! Here you will learn how to 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. Presented by: sbcOntario

Apr 19 | 12:00 – 2:00 pm | [Data Informed Decisions: Growing with Social Media Data](#)

You know in your gut if your social media is working or not...but does the data support that?

Learn about different social media metrics, what they mean and where to find them and more importantly: how to interpret them to match and measure your goals. Presented by sbcOntario

Apr 20 | 10:00 – 11:30 am | [Web Presence 101: Ensuring Your Foundation Is Set](#)

Your customers are on the web. Having a strategy for your online presence allows you to market your small business online so customers can easily find you. In this workshop hosted by the Toronto Digital Service Squad we'll discuss the importance of getting your business online and where to start with developing your online presence. Presented by Digital Main Street

Apr 20 | 7:00 pm – 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 Digital Main Street

Apr 21 | 6:30 pm – 7:30 pm | [Using Canva for Business](#)

This webinar will teach participants how to use Canva to create graphics for social media, website and marketing materials to expand their online brand. Canva makes graphic design amazingly simple for everyone, by bringing together a drag-and-drop design tool with a library of more than 1 million stock photographs, graphic elements and fonts. Presented by WRSBC



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Apr 26 | 9:30 am– 11:00 am | [How to Map out 1 Hour of Social Media Content in 1 Hour](#)

Walk away with a step by step simple, content system to use month after month!

As a small business owner, you already know that every piece of new content you create will require time, energy, and resources.

One of the keys to success on social media is creating a well-thought-out social media content calendar process. After all a successful social media strategy starts with a plan! Presented by sbcOntario

Apr 27 | 10:00 am– 11:30 am | [What are the signs of Work-Related Burnout? What you need to know](#)

If you are experiencing a mental health challenge, like anxiety or depression, you are not alone. In fact, even pre COVID-19 over 500,000

Canadians were unable to work in any given week due to mental health issues. Presented by Mississauga Business Enterprise Centre (MBEC)

Apr 28 | 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 WRSBC

Apr 28 | 7:00 pm – 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

Apr 28 | 12:00 – 2:00 pm | [How to Create Alternative forms of Revenue for Bricks and Mortar Part 1](#)

You will leave with a complete understanding of which revenue streams that will work for your business and a plan on how to get started.

Many business owners find themselves stuck. Their main streams of revenue have either dried up or slowed and their ability to pivot is costly or daunting. During this 2-session workshop, we'll explore 6 alternate forms of revenue and teach business owners how to decide which one to start with. Presented by sbcOntario

Apr 29 | 1:00 – 2:00 pm | [Protecting Your Energy & Preventing Burnout](#)

The hustle culture is heavy today, and everyone is feeling the repercussions now. From understanding why we overwork to unveiling my best productivity hacks, this session teaches individuals how to protect their energy and avoid burnout entirely. Great for small to large corporations, limited-resource organizations, executive leaders, solopreneurs, dedicated teams, and individuals seeking a more balanced and efficient approach. Presented by Invest Ottawa

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May 6 | 1:00 – 2:00 pm | [SEO, Reviews, and Conversions, Optimization for Online Marketing Impact](#)

This session will cover the intersection of SEO, online reviews and conversion optimization. After understanding where synergies exist, we'll dive into how to easily boost conversions, SEO and your company's reputation to ultimately attract more customers online. Attendees will walk away with a number of tactics and strategies they can implement into their business to acquire more online traffic, and increase the number of people that call them after discovering them online. Presented by: sbcOntario

May 10 | 9:30 – 12:30 pm | [The Sales Boost Clinic](#)

This course will also detail a consultative sales process and how to approach each step from customer attraction or lead generation to the sale. We will look at ways to enhance the core areas of the Sales Process. From how Step one, getting prepared to sell, then onto Step two, (Research) and how research can help you target, know and address your key niche markets. In Step 3, will move toward the prospecting process and then discuss how to structure Step 4 (A client needs analysis) or a sales discovery with a client. Presented by: sbcOntario

May 11 | 9:30 am – 10:30 am | [Back to Business - simple technology tools to help you welcome back customers with no stress](#)

As Ontario re-opens this Spring, join us for an engaging conversation on how you can use easy to manage technology tools to safely welcome back your customers. Hosted by: WRSBC

May 11 | 1:00 –2:00 pm | [Website Lead Generation](#)

In this workshop, we'll show you a variety of tactics for getting paid and organic traffic to your site via pay-per-click advertising, content marketing, and other methods. We'll discuss best practices for using landing pages, calls-to-action, customer relationship management tools, and more. Presented by Kingston Economic Development Corporation

May 12 | 12:00 –2:00 pm | [How to Create Alternative forms of Revenue for Bricks and Mortar Part 2](#)

You will leave with a complete understanding of which revenue streams that will work for your business and a plan on how to get started.

The problem many business owners found themselves stuck with in 2020, was that their main stream of revenue either dried up or slowed to a trickle and their ability to pivot was either costly or daunting. Presented by sbcOntario



May 18 | 10:00 –11:30 am | [e-Commerce 101: What, why and how](#)

More consumers than ever before are turning to online shopping for greater convenience, safety, and variety. In this webinar, the Toronto Digital Service Squad will teach you the basic steps to setting up an online store. We will cover everything from what you need to prepare before launching a store, to choosing an e-commerce platform, to providing excellent customer service online. You'll finish this session feeling excited about how e-commerce can help you reach new customers and expand into different markets. Presented by Digital Main Street Initiative