



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 SBC Ontario

Jul 7 | 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 the Invest Ottawa

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 7 | 1:00 – 2:00 pm | [Monitoring Happiness and Community Well-Being](#)

Join Vibrant Communities, as we explore the concept of happiness in relation to how it affects community well-being, we will be looking at dimensions of happiness. As we explore the causes and contributors of happiness we will be viewing how data informs our understanding of the state of happiness. Also, we will look at the impacts of COVID-19 on our levels of happiness. Presented by the Tamarack Institute

Jul 8 | 11:00 – 12:00 pm | [Smartphone Photography](#)

The current pandemic has presented unprecedented challenges which have caused in many cases undue hardship for the local businesses we have all relied on for many years. Many businesses have had to pivot quickly taking their brick and mortar business, on-line. Suzy Lamont is pleased to provide a 1 hour training opportunity teaching local business owners how to take photos that best represent what they have to offer. This will include: Instructions on when / where and how to take their photos; Tips & tricks to taking better images. Presented by Kingston Economic Development Corporation

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 13 | 9:30 – 11:30 am | [Introduction to Bookkeeping](#)

Proper record keeping and effectively organizing financial information are vital to the success of any business. This helpful, hands-on workshop will cover the basics of bookkeeping; using techniques that are as easy to learn as they are to implement. Whether you are doing the books yourself or delegating this fundamental part of your business to others, you will surely benefit from this free workshop! Presented by Invest Ottawa

Jul 13 | 6:00 – 8:00 pm | [ENTR0110: Introduction to the World of Freelancing](#)

What exactly is freelancing, consulting, a side hustle or professional gig work? Do you have a professional skill that you are looking to monetize but don't know how to get started? Join us as we demystify the world of freelancing and discuss the pros and cons, common pitfalls to avoid and the keys to success. Presented by the Conestoga Entrepreneurship Collective

Jul 14 | 12:00 – 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

Jul 14 | 6:00 – 8:00 pm | [ENTR0020: Business Model Mapping with Lean Canvas](#)

Do you have a new business idea? Or currently in business and looking to pivot to position yourself for growth? Join us for a hands-on workshop to complete a Lean Canvas. Following a detailed presentation of the tool and a discussion of various examples, we provide a work period to map your vision with the help of a Venture Coach. Presented by the Conestoga Entrepreneurship Collective



WATERLOO REGION SMALL BUSINESS CENTRE

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 15 | 10:00 – 11:30 am | [Boost Your Business with Podcasting](#)

Looking to boost your business by creating your own podcast or being a guest on someone else's show? During this 90-minute interactive session, Amy Lynch, host and producer at the Mixing Babies And Business™ Podcast, will address key areas when it comes to being an interview guest on a podcast, as well as how to plan for the launch, creation and promotion of your very own podcast from home. You're guaranteed to leave feeling inspired and equipped with a better idea of what podcasting involves before you decide which next step is best for you to pursue for your business or brand. Presented by the WE-CAN Project at Queen's University

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 20 | 6:00 – 8:00 pm | [ENTR0090: Freelance Business Mapping with Lean Canvas](#)

The most critical thing to remember when starting a freelance or consulting business is that it's a business! We'll introduce you to a tool called the Lean Canvas, provide examples and help you to map out your freelance business idea, exposing opportunities and challenges in your assumptions. Come to this workshop with a marketable skill and start building a foundation for your business. Presented by the Conestoga Entrepreneurship Collective

Jul 21 | 6:00 – 8:00 pm | [ENTR0030: Customer Discovery and Validation](#)

If you want to turn your vision into a profitable business, the Customer Development Model is a critical process to understand and apply. Your customers are out there; you need to find them in a two-step process. Customer discovery is the first step of the Model to determine your customers and how to reach them. Customer validation follows this to ensure that your research is correct, and your business model reflects it. Roadmaps of the concepts will be presented, examples discussed, and time provided for applying the principles. Presented by the Conestoga Entrepreneurship Collective

Jul 27 | 12:00 – 1:00 pm | [ENTR0100: Freelancer Positioning - What, How and to Whom](#)

Competition in the freelance and consulting world is getting more intense all the time as the gig economy rises in popularity, out of both necessity and desire. In order to succeed, freelancers need a high quality well-defined service offering that is differentiated in the market and a deep sense of their target customer. Join us to focus your freelance business for success by defining: what you are selling, how you do what you do that makes it different and desirable, and who you are selling to (again and again). Presented by the Conestoga Entrepreneurship Collective

Jul 27 | 6:00 – 8:00 pm | [Legal Considerations For Growing Your Small Business](#)

Join Goodlawyer's Brett and Josh as they will give both a practical and legal perspective for expanding your business. Growing your business can be a very exciting, positive time but it also presents challenges. By taking some key legal considerations into account, you can make sure any growth plans are built on a sound legal foundation. Presented by Invest Ottawa

Jul 28 | 6:00 – 8:00 pm | [ENTR0060: Lean Start-up Experiments](#)

The basic tenet of the Lean Start-up philosophy is "Build-Measure-Learn". Testing key assumptions of your business model is critical to obtaining knowledge that will enable you to iterate or pivot before investing large amounts of time and money. In this workshop, you will learn about several experiments that are commonly used in the Lean Start-up methodology for fast, low cost/no cost learning; how to choose the right one and how to prepare for execution. Presented by the Conestoga Entrepreneurship Collective



WATERLOO REGION SMALL BUSINESS CENTRE

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 6 | 10:30 – 12:00 pm | [Lean In Circle for Entrepreneurs](#)

Join us online for a Lean In Circle, a small group of up to 20 women entrepreneurs who meet regularly to support one another and learn new skills. Organized by the Laurier Women Entrepreneurship Centre. Open to women entrepreneurs at all stages of business. Open discussion covering a variety of topics such as: Communicating with Confidence; Building Effective Networks; Negotiation; Managing your Inner Critic; Compassionate Leadership; Harnessing the Power of Stories. Presented by the Laurier Women Entrepreneurship Centre

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

Aug 19 | 10:00 – 11:00 am | [Creating a Culture of LGBTQ2S Awareness](#)

How can we work together to create a culture of LGBTQ2S awareness in our businesses and community? Join WE-CAN special guest Stacey Love-Jolicoeur (she/her), founder of SAGA/LGBTQ Education Services of Canada Inc. to learn more. In this 1-hour presentation, Stacey will share: A brief overview of LGBTQ2S history; The difference between gender and sexuality; A guide to helpful LGBTQ2S terms and definitions; An examination of public consciousnesses and internalized biases around LGBTQ2S culture; A guide to best practices to support members of the LGBTQ2S community. Presented by the WE-CAN Project at Queen's University