

SPOTLIGHT ON SMALL BUSINESS 2012

12th Annual Bridges to Better Business Event
A Learning and Networking Opportunity



TUESDAY, MARCH 6TH | 2 PM TO 7 PM | \$35.00 +HST
THE TANNERY – 151 Charles Street, Kitchener, ON

General Agenda

2:00 – 2:30 pm
Registration & Networking

2:30 – 3:30 pm
Engagement Marketing

3:45 – 4:45 pm
Writing Great Content:
E-Newsletters

4:45 – 5:30 pm
Tapas – Refreshments –
Networking

5:30 – 6:00 pm
AWARDS – OUTSTANDING
YOUNG ENTREPRENEURS
OF WATERLOO REGION

6:00 – 7:00 pm
Fireside Chat –
“The Anatomy of a Lean
Start-up” – moderated
by Daiene Vernile

7:00 pm
Wrap-up & Mingle

Register online at
waterlooregionsmallbusiness.ca
or call 519-741-2984
for details
\$35.00 +HST

Small Business “Learning to Keep it Lean”

Is your small business running on lean budgets while striving to be innovative and staying ahead of the curve? Whether you are a start up or a seasoned business owner attend these 2 workshops and you learn NEW strategies for connecting and communicating to engage customers. Then unwind with some casual networking and fireside chat “The Anatomy of a Lean Start-up” with the founders of 3 innovative startups featuring Michael Litt of “Vidyard”, Michele Romanow of “Buytopia.ca” and Natalie MacNeil of “Imaginarium” moderated by Daiene Vernile, CTV.

SPOTLIGHT ON LEARNING



2:30- 3:30 pm – Engagement Marketing

Rather than looking at consumers as passive receivers of messages this marketing strategy directly engages and invites consumers to develop a relationship with the brand. This session offers ideas to make it easy to engage new and existing customers. *Presented by: Lisa Kember, Constant Contact*

3:45- 4:45 pm – Writing Great Content: E-Newsletters

When people subscribe to your list, they expect to receive something valuable, if not awe inspiring! The good news is you can give them what they want and you don't have to be a professional writer to do it. This session offers ideas to make it easy to write content that is in high demand. *Presented by: Jackie Ranahan, Mach One*

SPOTLIGHT ON SUCCESS

6:00- 7:00 pm – Fireside Chat “The Anatomy of a Lean Start-up”

*Moderated by CTV's Daiene Vernile,
Anchor & Producer of “Provincewide”*

Natalie MacNeil

Founder & Editor-in-Chief, She Takes on the World Inc.; Partner & Media Producer, Imaginarium Natalie is an Emmy award-winning media producer, influential blogger, and international thought leader in the sphere of entrepreneurship.

vidyard

Founded in KW by Michael Litt in 2010 this little company has grown by leaps and bounds. Find out how this online video company attracted investors from well know founder of YouTube.

buytopia.ca

Founded by Michelle Romanow in 2010 offers limited time offers at exclusive prices. A small company that gives a portion of profits to charity is winning relationships with Big Box and Big Brands.

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