

April Seminars

- Kitchener
- Waterloo
- Cambridge
- Starter Company Program
- Small Business Community Network (SBCN)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
3 Digital Marketing Bootcamp- Bootcamp St. Jacobs 17:45-20:30	4	5 ATP- HR Consulting 9:30-11:30 Startup Business Basics: Kitchener 14:00-15:30	6 Startup Business Basics: Waterloo 11:45-12:45	7
10 Business Plan Coaching- Kitchener 18:00-20:00	11 Legally Speaking Series: Intellectual Property 16:30-18:00 Startup Business Basics: Cambridge 10:00-11:00	12 Startup Business Basics: Kitchener 10:30-12:00	13 Business Plan Coaching: Waterloo 11:45-1:45	14 Good Friday (Centre Closed)
17 Easter Monday (Centre Closed)	18 ATP-Legal 15:00-17:00 Discover Your Market Potential – Kitchener 18:00-19:30	19 Startup Business Basics: Kitchener 16:30-18:00 ATP- Etsy Online Sales/Marketing 15:00-17:00 SBCN 19:00-21:00	20 Startup Business Basics: Waterloo 14:15-15:15 Starter Company Plus: Information Session Kitchener 16:00-17:00	21 ATP - Accounting 9:30-11:30
24 Legal –Employment vs Contractor: Cambridge 9:00-10:30	25	26 Startup Business Basics : Kitchener 10:30-12:00 Getting Started with Constant Contact: Kitchener 13:00-15:00	27 Starter Company Plus: Information Session Waterloo 11:00-12:00 Starter Company Plus: Information Session Kitchener 9:00-10:00	28

Access to Professionals

- Social Media Marketing
- Operations/Growth Consulting

Consultations are available by appointment only. Please contact the centre to register.

Register online waterlooregionsmallbusiness.ca/events or by phone 519-741-2604

Startup Business Basics

Facilitated by: WRSBC Staff

Starting a new business venture? Learn the necessary steps to start your business! Including:

- how to assess your entrepreneurial readiness
- the various forms of business ownership
- government regulations
- the importance of a business plan
- forecasting cash flow
- identifying your target market
- when and why to register for HST

Starter Company Plus Info

Facilitated by: WRSBC Staff

Join us for an information session for Starter Company. Businesses 0-3 years old, who are not enrolled in school or employed full time are eligible to apply to start, expand, or purchase a business. The Starter Company Plus program provides:

- Training and business skills
- Mentorship, guidance, and coaching
- Business plan development

Access to Professionals

Facilitated by: WRSBC Staff

Through this unique program, entrepreneurs receive business solutions and advisory services relating to their business during a 40 minute one-on-one consultation. One-on-one consultations are by referral only and include:

- Legal - Giffen LLP Lawyers
- Accounting - Jacqueline Morris CGA accountant
- Etsy Online Sales/Marketing - Jessica Murphy, Rawkette
- Operations/Growth Consultant - Ada Y. Barlatt, OperationsAlly
- Social Media Marketing- Mallory Manchur, Mal&Co

Please contact our office to book an appointment; fee is refundable upon arrival for legal and accounting consultations only. To cancel, please contact us before noon on the Friday before the scheduled appointment. Cash payment is \$20+HST; online payment is \$22+HST.

Getting Started with Constant Contact

Presented by: Vito Marchese, Constant Contact

Join us for an informative session where you will learn best practices on how to get started using Constant Contact. Your host will be Vito Marchese - An Authorized Local Expert with Constant Contact®. This fundamental workshop is ideal for beginners and those who are new to the Constant Contact service. The event format will be open ended, where attendees will have the opportunity to ask questions throughout the workshop.

SBCN Networking Group

Facilitated by: WRSBC Staff

Welcome to the Small Business Community Network (SBCN) Relationship building • Networking with a purpose • Social media

We are your catalysts for continual growth and your connection to the business community across Canada. Enjoy business-to-business networking, mentoring, monthly seminars, special events and conferences, small business articles, videos, and broadcasts.

Business Plan Coaching

Facilitated by: WRSBC staff

This session will explore:

- Business Plan overview & why it's vital
- Thought mapping your business
- Research/information you'll need
- Business Model Canvas: 1 page plan
- Developing a plan for success

Discover Your Market Potential

Facilitated by: Gian Mancuso

Go from a business idea to your first customer fast. Take this opportunity to learn how to test the market in less time, with less risk, and with minimal investment. In this hands-on, practical workshop, learn proven techniques for getting to 'product market fit' fast. See how other companies have done it, and get a step-by-step guide to doing it yourself. Time is our most precious commodity, make sure you're spending it heading in the right direction.