



## Information and Resources for Local Businesses During COVID-19

### Online Training

- **BDC Webinar - Wednesday, March 25 2020, at 12:00pm**  
[How to Cope With The Impact of COVID-19 on Your Business](#)
- **Waterloo Region Small Business Centre - April 6 and 7, 10am-12pm**  
[Re-imagine and Rebuild your Business](#)  
These sessions will help small businesses to Adapt, Survive and thrive in this time of change. You'll learn to pinpoint opportunities to adapt your business and how to work with your customer to best meet their needs during these times of uncertainty. You'll learn innovation best practices to quickly and efficiently test ideas to adapt your business, and you'll be introduced to the tools and mindsets you need to adapt, survive and thrive.
- **Waterloo Region Small Business Centre - April 16, 1:00pm - 3:00pm**  
[Social Media for Small Business](#)  
Whether you are brand new to Social Media or a total whiz - we can almost guarantee there is something for everyone in this workshop. Lacey from the Makers Collective walks you through simple strategies and exercises to grasp what you need to do on social media to be successful. Her hands on seminar will surely leave you feeling ready to make your best post yet.
- **Waterloo Region Small Business Centre and Makers Collective - April 22nd 7:00pm - 8:30pm**  
[The Side Hustle Starter Kit: A guide to grow a flourishing side hustle`](#)  
If you are a new side-hustler, freelancer, entrepreneur OR if you would like to become one, there is a community to support you, a template to follow, and resources to empower you to set up your new business.
- **MaRS Discovery District**  
[Adjusting Growth Strategy for COVID-19: How to adjust your sales, marketing, and customer success strategy, including supporting your people, leveraging tools and consolidating resources during the COVID-19 pandemic](#)
- **BDC Webinar – Available now**  
[Digitize your business and gain a competitive edge with a step-by-step plan](#)
- **BizLaunch – Available now**  
[In this webinar, you'll learn how to write a business plan that will help you develop a really effective growth strategy.](#)

## Tools and Free Resources

- **Google for Small Business**  
[Use best practices through Google's resources to keep customers informed about your business during COVID19](#)
- **Sociavore**  
[Helping independent restaurants sell gift cards and sell online \(takeout /curbside pickup\). Restaurants can go live to sell within 24 hours. Free 90 day trial available.](#)
- **Shopify**  
[One platform with all the ecommerce and point of sale features you need to start, run, and grow your business. Free 90 trial available.](#)
- **Canva**  
[Fast-track your ability to create our own professional-looking marketing assets with this easy to use platform.](#)
- **Digital Main Street**  
[Digital Main Street is supported by key features that assist main street businesses as they adopt digital tools, technologies and services](#)
- **GastroFork**  
[Easy-to-use used tools for food businesses with delivery services.](#)
- **Vidyard**  
<https://www.vidyard.com/press-releases/free-video-tools-during-covid-19/>
- **Hubspot Academy**  
[Digital support to virtually sell, answer questions, and provide customer service using social media marketing.](#)
- **MaRS Discovery District**  
<https://learn.marsdd.com/collection/managing-cash-flow-during-covid-19/>
- **CBC Arts**  
[Information for Canadian artists and freelancers to find help during COVID-19 shutdowns.](#)
- **Waterloo Region Small Business Centre**  
Meeting with business advisor through video conference either one on one or advisor lead peer groups.  
[By appointment: info@waterlooregionsmallbusinessca](mailto:info@waterlooregionsmallbusinessca)

## Important Information and Resources

- **City of Kitchener – Economic Development**  
[COVID-19 Economic Support & Recovery](#)
- **Government of Canada**  
[COVID-19 Resources for Small Business](#)
- **Province of Ontario**  
[Ontario Together: help fight Coronavirus](#)
- **Greater Kitchener Waterloo Chamber of Commerce**  
[COVID-19 Resources For Your Business](#)
- **Communitech**  
[Covid-19 Info Centre](#)
- **Canadian Federation of Independent Business**  
[Small business tools and resources](#)
- **Manufacturing Innovation Network**  
[Covid-19 Information Page](#)
- **Excellence in Manufacturing Consortium**  
[Coronavirus Advice: How Employees Can Protect Their Staff and Business](#)
- **MaRS Discovery District**  
[Government programs available to support Canadian entrepreneurs through the coronavirus pandemic](#)