

# February Seminars

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

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1	2 <b>Simple SEO and Content Tasks to Improve your Website-</b> Kitchener 9:30-11:30
5	6	7 <b>Access to Professionals HR-</b> Kitchener 9:30-11:30 (by referral only) <b>Access to Professionals Accounting</b> Waterloo 9:30-11:30 am (by referral only) <b>Startup Business Basics</b> -Kitchener 10:30-12:00	8 <b>Startup Business Basics</b> Waterloo 10.00-11.30	9
12	13 <b>Access to Professionals Etsy Sales &amp; Marketing-</b> Kitchener 9:30-11:30 (by referral only)	14 <b>Startup Business Basics-</b> Kitchener 13:30-15:00  <b>Starter Company Info Session</b> Kitchener 15:00-16:00	15 <b>Business Plan Coaching</b> Waterloo 10:00-11:30	16 <b>How to Make your Small Business look Bigger</b> Kitchener 9:30-11:30
19 <b>Family Day – Centre Closed</b>	20 <b>Startup Business Basics</b> Cambridge- 10:00-11:30  <b>Access to Professionals Legal-</b> Kitchener 15:00-17:00 (by referral only)	21 <b>Startup Business Basics-</b> Kitchener 16:30-18:00 <b>SBCN 19:00-21:00</b>  <b>Access to Professionals Legal-</b> Waterloo 14:00-16:00 (by referral only)	22 <b>Startup Business Basics</b> Waterloo 10.00-11.30  <b>Social Media for Small Business</b> Kitchener 14:00-15:30	23 <b>Social Enterprise</b> Waterloo 10.00-12.00 (by referral only)
26 <b>Introduction to Local SEO</b> Cambridge 9:00-12:00  <b>Wave Accounting Series – Workshop #1</b> Kitchener 9:20-11:30	27	28 <b>Access to Professionals Accounting-</b> Kitchener 9:30-11:30 (by referral only)  <b>Startup Business Basics-</b> Kitchener 14:00-15:30		

### **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 Session**

**Facilitated by: WRSBC Staff**

Join us for an information session for Starter Company Plus. 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

### **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 – AcCloud, MAC, Beverly Brown
- 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.

### **SBCN Networking Group**

**Facilitated by: SBCN**

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.

### **Social Media for Small Business \$10**

**Facilitated by: WRSBC Staff**

In this Social Media workshop, Bri walks you through simple strategies and exercises to grasp what you need to do on social media to be successful.

### **Simple SEO and Content Tasks to Improve Your Website \$10**

**Facilitated by: Jelly Triangle**

With so much written about SEO from so many sources, it can be really overwhelming for a business owner. How do you know where to start? What are the first things you should do? This workshop will give you hands on experience writing SEO focused content for you site and making your SEO is setup and ready to roll as you move forward with your marketing.

### **Introduction to Local SEO \$20**

**Facilitated by: Rob Matlow, Jessica Chalk. REM Web Solutions & Traffic Sofa**

This seminar is for Local Business Owners looking for ways to improve the online search engine presence locally.

### **How to Make your Small Business Look Bigger \$10**

**Facilitated by: Jelly Triangle**

Starting a new business or have one that's less than a year old? Our workshop can help you make your company look bigger than it really is. Fake it 'til you make it by putting our tips into place and your potential clients won't have any idea they're working with a one-person shop. You'll be able to land those larger deals and come across as a professional business - right out of the gate.

### **WAVE Accounting Series – 3 workshops – Feb 26, March 5<sup>th</sup> & March 12<sup>th</sup> -\$75**

**Facilitated by: WAVE**

Struggling to keep your bookkeeping and financing records up to date? This series of workshops is ideal for small business owners, freelancers, artists and professionals who want to maintain their records, send invoices from your phone, create a data base of customers, scan receipts, and generate timely reports through Wave Accounting. Wave Accounting is a free software recommended for small business.