

# October Seminars

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

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2	3 <b>Access to Professionals, Legal:</b> Waterloo 14:00-16:00 (by referral only)	4 <b>Access to Professionals HR:</b> Kitchener 9:30-11:30 (by referral only)  <b>Startup Business Basics :</b> Kitchener 15:00-17:30  <b>Access to Professionals, Accounting:</b> Waterloo 9:30-11:30 (by referral only)	5 <b>Startup Business Basics</b> Waterloo 10.00-11.30	6
9 CENTRE CLOSED	10 <b>Starter Company Plus Information Session:</b> Kitchener 14:00-15:00	11 <b>Startup Business Basics :</b> Kitchener 10:30-12:00	12 <b>Starter Company Plus Information Session:</b> Kitchener 15:30-16:30  <b>Starting a Business Seminar:</b> Ayr Branch Library 18:15-19:45	13
16 <b>How to Select a Franchise – Cambridge</b> 18:00-19:30  <b>Business Plan Coaching-</b> Kitchener 18:00-20:00	17 <b>Access to Professionals Legal:</b> Kitchener 15:00-17:00(by referral only)  <b>Incorporating, Accounting Series – Cambridge</b> 9:00-10:30  <b>Starting a Business Seminar:</b> Elmira Branch Library 18:15-19:45	18 <b>Startup Business Basics:</b> Kitchener 16:30-18:00  <b>SBCN 19:00-21:00</b>  <b>Access to Professionals Etsy Sales &amp; Marketing:</b> Kitchener 17:00-19:00 (by referral only)	19 <b>Legally Speaking Series Contracts &amp; Service Agreements:</b> Kitchener 9:00-10:30	20 <b>Intellectual Property</b> Waterloo – 10.30-12.00
23 <b>Invoicing &amp; Collections, Legal Series – Cambridge</b> 9:00-10:30	24 <b>Website Coaching Clinic(by appointment only):</b> Kitchener 18:30-20:30	25 <b>Social Media for Small Business – Cambridge</b> 9:00-10:30  <b>Startup Business Basics :</b> Kitchener 14:00-15:30	26 <b>Startup Business Basics</b> Waterloo 10.00-11.30	27

**Small Business Week: October 15-21**

### **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 (by appointment only)**

**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 - Andrejus Civilis AC Cloud Inc.
- 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: 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.

### **Social Media for Small Business**

**Facilitated by: WRSBC Staff**

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

### **Intellectual Property**

**Facilitated by: Alexis Conrad Black**

Alexis Conrad Black - Business Development Officer at CIPO - Ministry of Innovation Science and Economic Development will walk you through trademarks, patents, trade secrets, industrial designs and copyright, and outline the value of your IP, so that you'll understand how to use it to your business' advantage.

### **How to Select a Franchise & What to Consider Before Purchasing a Franchise**

**Featuring: Facilitated by Robert Balthes, consultant FranNet**

Thinking about buying a franchise? Robert is a past Tim Hortons franchisee with 20 years experience. Retired from Tim Hortons, he now works as a consultant. In this session Robert looks at some of the major points to consider when considering buying a franchise, helping prospective business owners find the right business that match's their goals, skills and needs.

### **Website Coaching Clinic**

**Facilitated by: WRSBC Staff & Expert Web Coaches**

Limited Spots! Have your website reviewed or get advice on what kind of website your business would benefit from with one of our Website Experts.