

## April 2021 WORKSHOPS

Genesis Entrepreneurship Centre, Main Campus: Room SC128

EVERYONE WELCOME.  
REGISTRATION REQUIRED:  
[www.stclaircollege.ca/genesis](http://www.stclaircollege.ca/genesis)

*In an effort to keep everyone safe throughout the COVID-19 pandemic, the Genesis Entrepreneurship Centre will be hosting all programming in an **entirely virtual** format. All posted Workshops and events will be delivered through [Microsoft Teams](#).*

### STEM Speaker Series: MARLENE COREY | PRODUCER/DIRECTOR AT COGECO

Thursday April 1<sup>st</sup> 7:00pm – 8:00pm [Register here](#)

Marlene Corey is an accomplished and enthusiastic corporate communications professional with over 30 years of experience in broadcast media, event management and community relations. Join us to hear more about her story!



### CANVA BASICS

Tuesday April 6<sup>th</sup> 4:00pm – 5:00pm [Register here](#)

Do you want to learn tips and tricks to help expand your marketing skills? Learn how to create logos, build social media graphics, banners, etc.! Join us to learn all about the basics of Canva, a free online marketing tool that will help you grow your business!

## BASICS OF STARTING A SMALL BUSINESS

Wednesday April 7<sup>th</sup> 11:00am – 12:00pm [Register here](#)

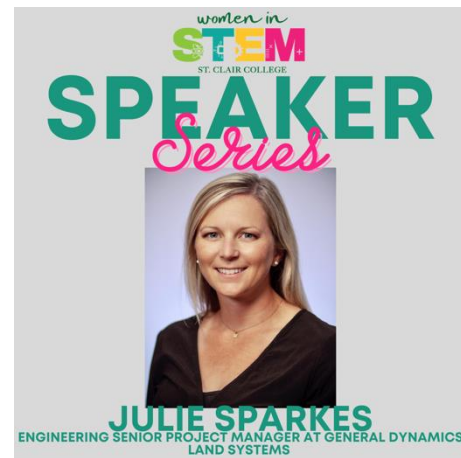
Have an idea, and want to start your own small business in Ontario Canada, but you aren't sure where to start? Find out how to register your business, different business structures, what expenses you need to keep track of and how to do it, financing options, government support programs, and free services available to you

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## STEM SPEAKER SERIES: JULIE SPARKES

Monday April 12<sup>th</sup> 7:00pm – 8:00pm [Register here](#)

As Engineering Senior Project Manager at General Dynamics Land Systems, Julie Sparkes leads multi-million-dollar defence projects. She manages cost, performance and execution while guiding an Engineering team to successful completion. Join us to learn more about her story!



## SOCIAL INNOVATION AND ENTREPRENEURSHIP

Monday April 12<sup>th</sup> 2:00pm – 3:00pm [Register here](#)

Are you a social entrepreneur? It's probably not what you think. Learn about social innovation and how to start and grow your own social enterprise. Hear about the many social enterprises around Windsor-Essex (you'll probably be surprised how many we have!) and get to know the Forbes International Top 30 under 30 Social Entrepreneurs and how they've combined purpose and profit.

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## LINKEDIN FOR SUCCESS

Tuesday April 13<sup>th</sup> 11:00am – 12:00pm [Register here](#)

Interacting with consumers on social media is an important marketing strategy for small businesses. Using social media helps you build brand awareness, increase your customer base, and connect with current customers. Learn how during this informative workshop

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## PERSONAL BRANDING AND NETWORKING

Thursday April 15<sup>th</sup> 2:00pm – 3:00pm [Register here](#)

Learn the how and why of Personal Branding to set you apart from others on social media platforms and how to establish a Network of personal and business connections to help you and your business soar!

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## BUILDING YOUR BUSINESS WITH SOCIAL MEDIA

Wednesday April 14<sup>th</sup> 1:00pm – 2:00pm [Register here](#)

Interacting with consumers on social media is an important marketing strategy for small businesses. Using social media helps you build brand awareness, increase your customer base, and connect with current customers. Learn how during this informative workshop!

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## DESIGN THINKING

Thursday April 29<sup>th</sup> 11:00am – 12:00pm [Register here](#)

Change your mindset - about challenges and problem solving - and about creating something new! Build your creative confidence and learn how to innovate using a proven Design Thinking process using the globally recognized IDEO, Stanford School Design Thinking method.

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If you are unable to attend an event due to a personal or school scheduling conflict, please email [genesis@stclaircollege.ca](mailto:genesis@stclaircollege.ca) and we will make arrangements to accommodate you. If you are interested in a one-on-one mentorship consultation, those can be set up any time via the above email address.