



December 2021 WORKSHOPS

Genesis Entrepreneurship Centre, Main Campus: Room SC128

EVERYONE WELCOME.
REGISTRATION REQUIRED:
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 Genesis Workshops and events will be delivered through [Zoom](#).

Please note: we have included additional workshops from our community partners.

Please contact them directly for their workshop information.

CANVA BASICS

Wednesday December 1st 10:00am – 11:00am [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!

(Powered By: Genesis Entrepreneurship Centre)

HOW AN ONLINE STORE CAN BOOST YOUR BUSINESS

Thursday December 2nd 11:30am – 12:30pm [Register here](#)

Thursday December 9th 11:30am- 12:30pm [Register here](#)

Thursday December 16th 11:30am- 12:30pm [Register here](#)

How an Online Store Can Boost Your Business: Free Program Funded by the Province of Ontario and FedDev Ontario The goal of ShopHERE Powered By Google is to build and optimize online stores for small independent businesses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into the online market.

(Powered By: Digital Main Street)

BUILDING YOUR BUSINESS WITH SOCIAL MEDIA

Monday December 6th 2:00pm – 3:00pm [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!

(Powered By: Genesis Entrepreneurship Centre)

BUSINESS 101

Tuesday December 7th 9:00am - 11:30am [Register here](#)

Completing this workshop will give you the tools you need to create a Business Model canvas as a precursor to a business plan. Additionally, you may be introduced to additional workshops to help your business get to the next level.

(Powered By: Business Centre Guelph-Wellington)

LINKEDIN FOR SUCCESS

Wednesday December 8th 10:00am – 11:00am [Register here](#)

Learn the fundamentals of LinkedIn, the social network for professionals! In this workshop, you will dive into the tools and services that LinkedIn offers to build your online profile. Valuable for employers and employees, this workshop will also give tips on searching for job openings or for talented future employees.

(Powered By: Genesis Entrepreneurship Centre)

BASICS OF STARTING A SMALL BUSINESS

Monday December 13th 9:00am – 10:00am [Register here](#)

Find out how to register your business, different business structures, what expenses you need to keep track of and how to do it, government support programs, and free services available to you.

(Powered By: Genesis Entrepreneurship Centre)

ECOMMERCE 101: WHAT, WHY AND HOW

Tuesday, December 14, 2021 10:00am-11:30am [Register here](#)

More consumers than ever before are turning to online shopping for greater convenience, safety, and variety. In this webinar, the Toronto Digital Service Squad will teach you the basic steps to setting up an online store. We will cover everything from what you need to prepare before launching a store, to choosing an e-commerce platform, to providing excellent customer service online. You'll finish this session feeling excited about how e-commerce can help you reach new customers and expand into different markets.

(Powered By: WE Small Business Centre)

PERFECTING YOUR PITCH

Wednesday December 15th 12:00pm – 1:00pm [Register here](#)

An elevator pitch is a brief introduction of yourself and what you do in the time it takes to ride an elevator. With this workshop you will be taught how to introduce yourself, business idea or your product with while leaving a lasting impact on those you meet.

If you want to become confident in how you deliver yourself, then this workshop is for YOU!

(Powered By: Genesis Entrepreneurship Centre)

SOCIAL INNOVATION AND ENTREPRENEURSHIP

Friday December 17th 12:00pm-1:00pm [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.

(Powered By: Genesis Entrepreneurship Centre)

SOCIAL MEDIA TRENDS FOR 2022

Tuesday December 21st 9:00am – 11:00am [Register here](#)

Our Social Media Trends for 2022 event will break down the need-to-know marketing trends for each platform, identify new and emerging tools, and feature content themes and memes set to skyrocket in 2022. We will discuss how to update your social media strategy to ensure you stay relevant and appealing to your audiences, and, as always, will showcase some of the best examples we can find.

(Powered By: Avocado Social)

SOCIAL MEDIA AND THE JOB SEARCH

Wednesday December 22nd 10:00am – 12:00pm [Register here](#)

A free workshop designed to help job seekers from a variety of career backgrounds with hands-on techniques to manage their online presence. What does your online presence say about you? For example, do you know which tools employers use to research candidates before hiring?

(Powered By: Region of Waterloo Employment Services)
