

ST. CLAIR COLLEGE



ENTREPRENEURSHIP CENTRE

February 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 Workshops and events will be delivered through [Microsoft Teams](#).*

Personal Branding and Networking

Tuesday February 2nd 11:00am – 12:00pm [Register here](#)

Wednesday February 10th 3:00pm – 4:00pm [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!

Building Your Business with Social Media

Wednesday February 3rd 11:00am – 12:00pm [Register here](#)

Thursday February 18th 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!

Basics of Starting Your Small Business

Thursday February 4th 10:00am – 11:00am [Register here](#)

Wednesday February 17th 1:00pm – 2:00pm [Register here](#)

Have an idea, and want to start your own small business, 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

LinkedIn for Success

Thursday February 11th 10:00am - 11:00pm [Register here](#)

Tuesday February 23rd 12:00pm – 1:00pm [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

Canva Basics

Monday February 22nd 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!

LUNCH AND LEARN WITH ENTREPRENEURS

Thursday February 25th 12:00pm – 1:30pm [Register here](#)

Learn from fellow entrepreneurs during this fun and interactive virtually delivered panel discussion:

Hear why they decided to be their own boss. They'll share their journey - the ups and downs and pros and cons - and what they love most about being an entrepreneur. Guest panel TBA



STEM Speaker Series: Sandy Ilievski | Engineer, Global Prototype Manager, Ford Motor Company

Thursday February 11th 7:00pm – 8:00pm [Register here](#)

Sandy Ilievski is an Electrical Engineer and the Global Powertrain Prototype Manager with Ford Motor Company. Sandy has been with Ford for 22 years and is currently the Global Powertrain Prototype Manager overseeing three facilities in South Eastern Michigan. She is a passionate STEM advocate committed to balancing the pipeline of graduates entering the workforce. She coaches young girls with personal mentoring, lean-in circles and speaking at local schools.

Come out and listen to her story, ask questions, and network with a successful woman in STEM!



STEM Speaker Series: Elizabeth Moses | Machinist

Monday February 22nd 7:00pm – 8:00pm [Register here](#)

Elizabeth Moses is a Machinist, activist, and speaker for skilled trades and women in STEM. We are proud to have her represent St. Clair College as one of our youngest Alumni of Distinction. Elizabeth was recently recognized as one of Canada's 100 most powerful women and additionally represents FIRST Robotics Canada and the Canadian Mental Health Association as a frontline Ambassador. Join us to hear the incredible story of how she came to be a powerhouse in our community and advocate for women in skilled trades and STEM.

If you are unable to attend an event due to a personal or school scheduling conflict, please email 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.