



July 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.

HOW AN ONLINE STORE CAN BOOST YOUR BUSINESS

Thursday July 1st 11:30am – 12:00pm [Register here](#)

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. In this webinar you will get the answers to the top questions we've received about the ShopHERE program.

(Powered By: [Digital Main Street](#))

PERSONAL BRANDING AND NETWORKING

Monday July 5th 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!
(Powered By: Chatham Kent Small Business Centre)

ELEVATE YOUR PITCH

Tuesday July 6th 2:00pm-3:00pm [Register here](#)

From people you meet in the elevator or exchanging a few words at networking events, throwing yourself into pitching competitions could be the next step in pushing your career towards the throne of success and being your own boss! **Join us on Tuesday 6th July at 1 pm to learn the top tips in delivering an elevator pitch in as little as 60 seconds.**

Book and upskill yourself in this 2-stage virtual workshop will introduce methods and co-creation techniques to support student entrepreneurs to build their skills and confidence for creating a compelling 60-second Elevator Pitch.

(By: Genesis Entrepreneurship Centre)

BUILDING YOUR BUSINESS THROUGH SOCIAL MEDIA

Wednesday July 7th 10:00am – 11:00am [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)

HOW TO BOOST YOUR INTERNET TRAFFIC FOR YOUR BUSINESS

Thursday July 8th 2:00pm – 3:00pm [Register here](#)

More traffic! More traffic More traffic! Is this becoming your mantra. Small / Medium size businesses have to way up between marketing their business and doing the work. So, time spent on marketing is limited so must be effective not time consuming. If you are looking to improve your marketing and increase TARGETED traffic to your business, then learning how to market your business online, effectively is essential.

(Powered By: Zac Rose)

HOW TO PITCH TO INVESTORS AND GET FUNDED

Friday July 9th 12:00pm – 1:30pm [Register here](#)

Almost all entrepreneurs are seeking funding and want to get funded. However, most entrepreneurs have never taken an idea to market or raised private investment or run a startup or had a successful exit. Our goal is to accelerate your progress, reduce your risk, and if all works out, share in the success.

(Powered By: Idea to IPO)

WEB PRESENCE101- ENSURING YOUR FOUNDATION IS SET

Tuesday July 13th 10:00am – 11:30am [Register here](#)

With communities going through lockdowns, budgets are tight or nonexistent and small businesses have to be nimble and move quickly to change the way they operate as quickly as possible. This webinar will you understand your cash flow can make or break a business, especially in today's business space with a rapidly changing world. This session will look at ways to improve your cash flow and help you survive the economic impact of Covid-19.

(Powered By: Digital Main Street)

EXCEL BEYOND THE BASICS - USING EXCEL FOR YOUR BUSINESS

Tuesday July 13th 2:00pm – 3:00pm [Register here](#)

Excel is a powerful business tool. It's a great way to see how your business will do on its current trajectory. Is what you are currently doing enough to help you stay resilient? Or how will your business do if you make some adjustments? These are important questions as we all recover from the pandemic. And Excel is one of the most powerful tools to help you manage your business.

(Powered By: Shasta-Cascade SBDC)

LINKEDIN FOR SUCCESS

Wednesday July 14th 11:00am – 12:00pm [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)

WRITING A BUSINESS PLAN: WHY YOU NEED ONE AND HOW TO DO IT

Thursday July 15th 1:00pm – 2:00pm [Register here](#)

Starting a new business, or seeking financing for your small business? Interested in mapping out the trajectory for where you want your business to go? A business plan is a tool that can help set you up for success and ensure all of the pieces of your business fit together.

Join a group of fellow entrepreneurs, start up & small business owners, and a BAC Business Advisor in this 1-hour workshop.

(Powered By: Peterborough and the Kawarthas Economic Development)

STEM SPEAKER SERIES: LAURA CAYLEY - AIR CANADA PILOT

Thursday July 15th 7:00pm – 8:00pm [Register here](#)

Laura Cayley, First Officer Airbus 320, Air Canada. Laura (Sales) Cayley attended F.J.Brennan high school in Windsor followed by post secondary studies at Seneca College of Applied Arts and Technology in North York. She graduated from the Aviation and Flight Technology program having attained a Commercial Pilot licence, IFR rating and multi-engine endorsement.

(Powered By: Genesis Entrepreneurship Centre)

THE BASICS OF STARTING A SMALL BUSINESS IN ONTARIO

Friday July 16th 11:00am – 12:00pm [Register here](#)

Wednesday July 28th 2:00pm – 3:00pm [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.

(Powered By: Genesis Entrepreneurship Centre)

WRITING AN IMPACTFUL HOME PAGE

Monday July 19th 12:00pm – 1:00pm [Register here](#)

As the saying goes, you only have one chance to make a great first impression! Your website home page is often the first interaction prospective clients will have with your business. What first impression will they be left with?

This page is your opportunity to engage clients by providing a clear sense of who you are, what you do and why it should matter to them. This session will cover key elements for effective home page copy and provide tips for writing your own impactful copy.

(Powered By: Small Business Centres Ontario)

PITCH DECK WORKSHOP

Tuesday July 20th 12:00pm – 1:00pm [Register here](#)

Interested in learning more about Pitch Decks? Join our workshop! This workshop will examine the basics for developing your verbal pitch and PowerPoint pitch deck including how to catch an audience's attention and how to develop a business model for an idea stage business.

(Powered By: 100K Ideas).

PITCHING TO INVESTORS: TIPS AND TRICKS FOR THE PERFECT PITCH

Wednesday July 21st 3:00pm – 4:00pm [Register here](#)

In this workshop, we will walk through an ideal presentation format as well as walk through the unique requirements of an investor pitch. You only get one shot to impress an investor, so you'd better make it count. If you are planning to raise money from investors, you need a good pitch. You need to keep in mind your core audience's problem (locating good investments, supporting start-ups) while at the same time convincing them that you have solved your core customer's pain points. In this workshop, we will walk through an ideal presentation format as well as walk through the unique requirements of an investor pitch. We will work through each of the 10 ideal items you will want to get across while respecting the investors time.

(Powered By: Brampton Entrepreneurship Centre)

LEAN MODEL CANVAS

Thursday July 22nd 1:00Pm – 2:00pm [Register here](#)

Are you a new start up? A small business looking to refocus or pivot? The Lean Model Canvas could be for you. A single page that visually breaks down your entire business plan into a one page document that's easy to work on, change and share.

(Powered By: Peterborough and the Kawarthas Economic Development)

CANVA BASICS

Monday July 26th 11:00am -12:00Pm [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!

(Powered By: Genesis Entrepreneurship Centre)

SOCIAL MEDIA FOR YOUR BUSINESS

Tuesday July 27th 10:00am – 11:30am [Register here](#)

Social media is an invaluable tool for today's business, whether you are just starting out or have been established for years. Not understanding how to use social media effectively can leave you overwhelmed and ultimately hurt your bottom line as your potential customers can easily find your competitors. This workshop hosted by the Toronto Digital Service Squad will leave you with a better understanding of how to leverage the power of social media to grow your online community, drive sales and reduce marketing costs.

(Powered By: Digital Main Street)

DESIGN THINKING

Thursday July 29th 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.

(Powered By: Genesis Entrepreneurship Centre)

STEM SPEAKER SERIES ALYSHA SPADAFORA CHEMIST, CATALENT

Thursday July 29th 7:00m – 8:00pm [Register here](#)

Alysha has 3.5 years of industry experience in her role at Catalent, focusing on the formulation and development of softgel products for multiple industry types. Prior to her role as a Formulation Scientist, Alysha pursued her Master of Biomedical Engineering, working on a research project in a Biomaterials lab, and her Undergraduate Degree in Chemistry working in an Inorganic Chemistry lab.

(Powered By: Digital Main Street)