

## June 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 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.

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### WEB PRESENCE 101: ENSURING YOUR FOUNDATION IS SET

Tuesday June 1<sup>st</sup> 10:00am – 11:30am [Register here](#)

Your customers are on the web. Having a strategy for your online presence allows you to market your small business online so customers can easily find you. In this workshop hosted by the Toronto Digital Service Squad we'll discuss the importance of getting your business online and where to start with developing your online presence.

**(Powered By: Digital Main Street)**

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### BECOMING DIGITALLY DISRUPTIVE

Tuesday June 2<sup>nd</sup> 7:00pm – 8:00pm [Register here](#)

You live in one of the most connected countries in the world. Digital media has drastically changed your life and the lives of everyone around you. Has your company embraced it? You want to be there when digital marketing expert Darrell Keezer, CEO of Candybox Marketing Inc., shares his insights about digital marketing and how it's revolutionized the way businesses communicate and connect with consumers.

**(Powered By: Chatham Kent Small Business Centre)**

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## FOODPRENEUR ADVANTAGE – COSTING & PRICING TO MAKE PROFIT

Thursday June 3<sup>rd</sup> 10:00am – 11:00am [Register here](#)

If you want to run a successful business, it's important for you to know the 'numbers'. Learn how to cost and price your products and services for profitability and how the decisions you make about your operations and production processes affect your bottom line. Understand how to budget and spend money so you can pay all your bills and still have money left in your pocket at the end of the year.

**(Powered By: Small Business Centre, London, ON).**

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## LINKEDIN FOR SUCCESS

Friday June 4<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.

**(Powered By: Genesis Entrepreneurship Centre)**

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## BUILDING YOUR BUSINESS WITH SOCIAL MEDIA

Monday June 7<sup>th</sup> 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)**

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## CANVA BASICS

Monday June 7<sup>th</sup> 3:00pm – 4:00pm [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)**

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## CASH FLOW MANAGEMENT STRATEGIES FOR SMALL BUSINESSES

Tuesday June 8<sup>TH</sup> 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: Chatham-Kent Small Business Centre).**

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## CREATING A CULTURE OF INNOVATION

Wednesday June 9<sup>th</sup> 10:00am – 12:00pm [Register here](#)

This two-hour interactive workshop will examine why a culture of innovation is so important in order to set your business up for long-term success. New innovative ideas do not happen by accident. You must invest in implementing specific principles and practices within your teams in order to foster a culture of innovation. Because if you aren't constantly finding new and better ways to serve your customers, somebody else will!

**(Powered By: Small Business Centre, London, ON).**

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## FOODPRENEUR ADVANTAGE – NAVIGATING THE REGULATORY COMPLIANCE

Thursday June 10<sup>th</sup> 10:00am – 12:00am [Register here](#)

This webinar will assist you in navigating the permits and legislation requirements for a food and beverage business. You will have an opportunity to meet and hear from representatives from local health units, municipalities and fire services. You will leave with a better understanding of how to navigate the regulatory compliance in the food and beverage industry. Don't miss this opportunity to gain valuable insights that will help you avoid costly mistakes!

**(Powered By: Small Business Centre, London, ON).**

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## RETHINKING RISK TO ACCELERATE YOUR CAREER GROWTH

Thursday June 10<sup>th</sup> 12:00pm – 12:30pm [Register here](#)

**In this fireside chat**, Sukhinder, Founder & Chairman of theBoardlist, will re-examine the myths around risk and reward that hold us back in our professional lives and share new frameworks for cracking the career success code. Using a combination of personal stories and analytical frameworks, Sukhinder will share specific strategies to jumpstart stagnant careers, take risks consistently and unlock more impact with every career choice.

**(Powered By: Canadian Women's Network)**

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## PERSONAL BRANDING AND NETWORKING

Friday June 11<sup>th</sup> 11:00am – 12:00pm [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: Genesis Entrepreneurship Centre)**

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## BASICS OF STARTING A SMALL BUSINESS IN ONTARIO

Monday June 14<sup>th</sup> 2:00pm – 3:00pm [Register here](#)

Wednesday June 30<sup>th</sup> 1:00pm – 2:00pm [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)**

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## WRITING KILLER WEB CONTENT

Tuesday June 15<sup>th</sup> 7:00pm – 8:30pm [Register here](#)

Great website content can help you achieve your site's desired results – whether that's more sales, more signups, or more visitors. But before you've put a pen (or cursor, if you like) to page, you have to do your research. This workshop will help you write better content for your website that will appeal to your target audience, as well as search engines such as Google.

**(Powered By: Chatham-Kent Small Business Centre).**

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## FOODPRENEUR ADVANTAGE – MARKETING AND BRANDING YOUR FOOD PRODUCT

Thursday June 17<sup>th</sup> 10:00am – 11:00am [Register here](#)

Amanda DeVries of **Eye Candy Design** specializes in branding food and beverage companies. In this webinar, Amanda will share her expert insight, from how to create your brand, how to retain and grow your brand to what sort of colours and typography styles are right for your product. You will learn the difference between designing for store shelves vs. food markets vs. digital spaces. She will also cover tips for working with a graphic designer and determining exactly who your product is for. As Amanda advises, "if your product is for everyone, then you are selling to no one". Know your target market.

**(Powered By: Small Business Ontario, London, ON).**

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## MOULDING YOUR MANUFACTURING MASTERPLAN

Thursday June 17<sup>th</sup> 1:00pm – 2:00pm [Register here](#)

You have your product vision, have done your market research and are ready to produce your goods...now what? Chat with three accomplished founders who have been there and done that, and discuss all that goes into taking a product idea to market.

**(Powered By: TechAlliance)**

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## INTRO TO DESIGN THINKING

Friday June 18<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.

**(Powered By: Genesis Entrepreneurship Centre)**

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## FOODPRENEUR ADVANTAGE – LABELLING AND PACKAGING YOUR FOOD PRODUCT

Thursday June 24<sup>th</sup> 10:00am -11:00am [Register here](#)

Packaging and labelling your food product is where marketing meets regulatory compliance and food safety. You know you want your product to look great on a store shelf, but what are you required to put on the label? How do you choose the right package for your product? For this session, we will be joined by Nicole Haney, former Founder & CEO of Boho Bars. Nicole will guide us through what to consider when choosing a package for your food product, what to include on your label, and what mistakes to avoid when packaging your food product.

**(Powered By: Small Business Ontario, London, ON).**

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## ECOMMERCE 101: WHAT, WHY AND HOW

Tuesday June 29<sup>th</sup> 10:00am – 11:00am [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: Digital Main Street)**

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