



## November 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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### SOCIAL MEDIA- TYPES, TOOLS, AND TIPS

Monday November 1<sup>st</sup> 12:00pm – 1:00pm [Register here](#)

Are you a small business owner? How do you choose the best social media channels and manage your social media empire? Join us to learn how to use social media to proactively strengthen your business creditability, grow your community and build the kind of brand loyalty you've always dreamed of.

**(Powered By: [Waterloo Region Small Business Centre](#))**

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## BASICS OF STARTING A SMALL BUSINESS

Tuesday November 2<sup>nd</sup> 2:00pm – 3:00pm [Register here](#)

Wednesday November 24<sup>th</sup> 10:00am-11:00am [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)**

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## FINANCING YOUR SMALL BUSINESS

Wednesday November 3<sup>rd</sup> 6:00pm-7:00pm [Register here](#)

Financing continues to be a challenge for many small business owners. Questions range from, who will give me money for my business idea and what do they need from me? to, How will this business make money and will it be enough to pay back a loan or attract an investor? Get to the heart of business financing in this seminar that answers your questions. Explore the advantages and disadvantages of the different types of funding sources and how to choose the right one for your needs. Discover the keys to financing success. **(By: Lady Bizness)**

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## HOW AN ONLINE STORE CAN BOOST YOUR BUSINESS

Thursday November 4<sup>th</sup> 11:30am - 12:30pm [Register here](#)

Thursday November 18<sup>th</sup> 11:30am - 12:30pm [Register here](#)

Thursday November 25<sup>th</sup> 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)**

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## CANVA BASICS

Friday November 5<sup>th</sup> 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)**

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## SOCIAL MEDIA STRATEGIES

Monday November 8<sup>th</sup> 6:00pm – 7:30pm [Register here](#)

A more advanced deep dive into how to be strategic with your social media in order to get sales and booking for your business. Ideal for business owners who want to grow their audience and already understand the importance & basics of social media marketing.

**(Powered By: NORTEC Small Business Solutions - Business Connect)**

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## SOCIAL MEDIA FOR SMALL BUSINESS

Tuesday November 9<sup>th</sup> 7:00pm – 8:30pm [Register here](#)

Social media can be a very powerful tool for business growth, but first you need to know what it is and how it works. In this fun and interactive workshop, we'll look at the basics of today's popular social media channels—including Facebook, YouTube, Twitter, Instagram, LinkedIn, and Pinterest—and decide which are right for you. You'll develop a social media plan that will drive business results without a big investment of time and energy.

**(Powered By: The Ontario Grants Webinar)**

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## STARTUP BUSINESS BASICS

Wednesday November 10<sup>th</sup> 9:30am – 11:00am [Register here](#)

Starting a new business venture? Learn the necessary steps to start your business! Including: the various forms of business ownership, government regulations, the importance of a business plan, forecasting cash flow, identifying your target market and client profile and when and why to register for HST. **(Powered By: Waterloo Region Small Business Centre)**

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## PERSONAL BRANDING AND NETWORKING

Monday November 15<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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## LINKEDIN FOR SUCCESS

Wednesday November 17<sup>th</sup> 11:00am – 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)**

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## DESIGN THINKING

Friday November 19<sup>th</sup> 12:00pm – 1:00pm [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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## BUILDING YOUR BUSINESS WITH SOCIAL MEDIA

Monday November 22<sup>nd</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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## INTRODUCTION TO DEVELOPING A BUSINESS PLAN

Tuesday November 23<sup>rd</sup>      3:00pm-4:00pm [Register here](#)

This workshop will introduce you to the process of developing your unique business plan. At the conclusion of the workshop you should understand the importance of a business plan, be familiar with all the elements that should be included in the plan, and be able to start writing an effective plan for your business. This workshop is for those in the early stages of starting your business, those that need to secure external funding, and those who need to plan for new opportunities or to clarify thinking.

**(Powered By: Women's Business Enterprise Council South)**

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## BOOKKEEPING BASICS FOR SMALL BUSINESS

Friday November 26<sup>th</sup>      2:30pm-3:30pm [Register here](#)

Starting a new business or help more bookkeeping support? You are in the right place. This webinar is loaded with tons of bookkeeping tips, we will cover the top 10 bookkeeping mistakes. How to keep track of all your expenses, meal expenses, vehicle expenses. Payroll basics. Best softwares to use for your business!

**(Powered By: Mind You Assets Bookkeeping Solutions)**

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## LUNCH N' LEARN WITH ENTREPRENEURS

Monday November 29<sup>th</sup> 12:00pm-1:00pm [Register here](#)

Learn from fellow entrepreneurs during this fun and interactive 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.

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

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## SOCIAL MEDIA FOR YOUR BUSINESS

Tuesday November 30<sup>th</sup> 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)**

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