



WELCOME TO

GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Dept. of Research, Innovation, and Entrepreneurship



October 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.

STARTING YOUR BUSINESS 101

Friday October 1st 9:30am – 11:00am [Register here](#)

Owning a business is a dream for many people. Every new business starts with an idea. This interactive webinar will help you have a step-by-step overview of what you need to do to make it happen. It will also give you the opportunity to ask questions in your own words.

(Powered By: Enterprise Toronto)

HOW TO WRITE A TRADITIONAL BUSINESS PLAN

Monday October 4th 6:30pm – 8:00pm [Register here](#)

Writing a business plan is a great way to ensure you know how you want to operate your business and the goals you want to reach. It's your roadmap to success! In this presentation, we'll provide you with a simple, easy-to-use business plan template and walk through each section to ensure you understand the concepts.

(Powered By: Business to Bruce)

STEM SPEAKER SERIES: CORI LINNELL – VICE PRESIDENT CONSTRUCTION, HINES LTD

Tuesday October 5th 7:00pm-8:00pm [Register here](#)

Cori Linnell was born and raised in Windsor, Ontario, but now resides in Downtown Chicago. Linnell received her joint bachelor's degree in Interior Architecture and Architecture from Lawrence Technological University. Her career started as an Interior Architect for health care design at Henry Ford Health System in Detroit, Michigan. Later Cori went back to school at the University of Illinois to receive her MBA and Master's in Architecture. Cori began her 23-year career with Hines in Detroit, MI, as an Assistant Construction Manager at the Renaissance Center for GM Global Headquarters. Since then, she has worked on many different projects such as: office towers, suburban office campuses, high rise apartment towers, as well as renovations.

Cori has worked very hard to lead the way for other women in her industry and is very proud to "Carry a torch for other women coming up the ranks in the workforce. It is time and long overdue".

(By: Genesis Entrepreneurship Centre)

SHOPHERE INFORMATION SESSION

Wednesday October 6th 10:00am – 11:00am [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.

(Powered By: Digital Main Street)

BASICS OF STARTING A SMALL BUSINESS IN ONTARIO

Thursday October 7th 10:00am – 11:00am [Register here](#)

Tuesday October 19th 2:00pm - 3:00pm [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)

BUILDING YOUR BUSINESS WITH SOCIAL MEDIA

Friday October 8th 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)

WHAT TO CONSIDER WHEN REGISTERING YOUR BUSINESS

Tuesday October 12th 12:30pm – 1:30pm [Register here](#)

We'll guide you on the items and thought process you need explore when registering your new business. Learn where to look for regulations, and how to think about the ever-growing checklist new entrepreneurs need to face when launching for the first time.

(Powered By: Business Centre Guelph-Wellington)

LINKEDIN FOR SUCCESS

Wednesday October 13th 1:00pm – 2:00pm [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)

PERSONAL BRANDING AND NETWORKING

Thursday October 14th 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)

SOCIAL INNOVATION AND ENTREPRENEURSHIP

Friday October 15th 10:00am – 11:00am [Register here](#)

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)

BUSINESS ETIQUETTE AND PROFESSIONALISM

Thursday October 21st 11:00am – 12:00pm [Register here](#)

Mind your manners! This workshop will teach you the proper etiquette and manners to use in a business environment. We'll cover topics such as, the differences between casual, business casual and business attire, proper email etiquette and even table manners for those dinner meetings with employers. Yes please!

(Powered By: Genesis Entrepreneurship Centre)

CANVA BASICS

Monday October 25th 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)

THE POWER OF LINKEDIN

Tuesday October 26th 7:00pm – 8:00pm [Register here](#)

LinkedIn is one of the most powerful social media platforms available today for both personal and professional development. With more than 700 million members worldwide, many people are still unsure how to use the platform correctly for their personal advancement. In this session, you will learn how to look for jobs, find hiring managers, how to network through posts, learn more about groups, events and how to build your network the right way. We will also introduce tips and tricks on how to make your profile stand out, develop content, how to use the alumni tool and how you can enhance your overall presence.

(Powered By: The HBCU Career Centre)

ELEVATOR PITCH

Wednesday October 27th 3:00pm-4:00pm [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)

HOW AN ONLINE STORE CAN BOOST YOUR PATIENCE

Thursday October 28th 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)

LUNCH N' LEARN WITH ENTREPRENEURS

Friday October 29th 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)
