

September 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.

COLLABORATION IN MICROSOFT SHAREPOINT

Wednesday September 1st 11:00am – 12:00pm [Register here](#)

Learn tips and tricks of how to collaborate using Microsoft SharePoint. ICo Tech is a Microsoft Implementation Partner, so you will learn from the experts themselves who have worked with large Government organizations implementing Microsoft applications.

(Powered By: iCo Tech Group)

BASICS OF STARTING A SMALL BUSINESS IN ONTARIO

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

Tuesday September 21st 1:00pm - 2:00pm [Register here](#)

Do you have an idea, and you 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, government support programs, and free services available to you.

(Powered By: Genesis Entrepreneurship Centre)

CREATIVE MARKETING TO BOOST YOUR SMALL BUSINESS

Tuesday September 7th 6:30pm - 9:00pm [Register here](#)

Does your marketing plan need some life breathed into it? Do you want to attract customers in innovative, cost-effective ways? Would you like to actually enjoy marketing your business? If so, this informative, dynamic seminar is for you. Get the scoop on creative strategic marketing strategies that make you and your business stand out and prosper in a competitive economy.

(Powered By: Small Business Centre)

DIGITAL MARKETING FOR SMALL BUSINESS

Wednesday September 8th 2:30pm – 3:30pm [Register here](#)

Starting a small business, and looking for some advice on how to get the word out? Join our volunteer expert Ssapna for three workshops exploring the basics of digital marketing!

(Powered By: Merton Libraries)

FOODPRENEUR ADVANTAGE

Thursday September 9th 10:00am – 12:00pm [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: WEBusiness Centre)

DEVELOPING A BUSINESS PLAN

Friday September 10th 12:00pm – 1:00pm [Register here](#)

Join us for a financial education workshop presented by LiftFund Women's Business Center and BBVA. In this workshop, financial experts will provide information, tips and resources to help you with your everyday finances and long-term financial goals. In this workshop, business owners will learn the seven parts of a good business plan and what to consider when writing a business plan. At the end of the workshop, business owners will have a blueprint or first draft of a business plan.

(Powered By: Liftfund).

STARTING A SMALL BUSINESS

Tuesday September 14th 10:00am – 11:30am [Register here](#)

With a range of programs and services tailored to meet your needs, the London Small Business Centre can help you start and grow your business. Attend this free, 90-minute webinar for a full overview of programs and services, and key business startup information.

(Powered By: Small Business Centre).

LEVERAGING INSTAGRAM FOR YOUR BUSINESS

Wednesday September 15th 1:00pm – 2:00pm [Register here](#)

Instagram is a powerful tool – but only if you know to leverage its tools to your advantage. Join in to learn more about Instagram Stories, Reels, Live Videos, and IGTV. And how to use these features to increase the performance and engagement of your content.

(Powered By: Business Link).

HOW AN ONLINE STORE CAN BOOST YOUR BUSINESS

Thursday September 16th 11:30am -12:30am [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).

BUILD YOUR BUSINESS WITH SOCIAL MEDIA

Wednesday September 22nd 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!

(Powered By: Genesis Entrepreneurship Centre)

STEM SPEAKER SERIES: DR. LISA PORTER EXECUTIVE DIRECTOR OF WE-SPARK

Thursday September 23rd 7:00pm – 8:00pm [Register here](#)

Dr. Lisa Porter is the Executive Director of WE-SPARK Health Institute and a Professor in the Department of Biomedical Sciences at the University of Windsor. She completed her Ph.D. at McMaster University (Hamilton, ON) in the Department of Medical Sciences and was a Post-doctoral Fellow at the University of California San Diego (La Jolla, CA). Dr. Porter is the recipient of many Awards and Honours, including the Research Impact Award, Faculty of Science (2019), the David Kelly Award for Community Service, Brain Tumour Foundation of Canada (2018), and the College of New Scholars, Artists and Scientists of the Royal Society of Canada (2014). Dr. Porter was a founding member of the Windsor Cancer Research Group and continues to sit on the Executive Committee. She is a Canadian Institutes of Health Research (CIHR) University Delegate, a Member of the College of Reviewers and a Scientific Member of the Barbara Ann Karmanos Tumor and Microenvironment Program. Dr. Porter has authored/co-authored book chapters, manuscripts and numerous peer-reviewed publications and has been invited to present her research across Canada and in the U.S. and Europe. She is currently leading WE-SPARK, a collaboration between Windsor Regional Hospital, Hotel Dieu Grace Hospital, the University of Windsor and St. Clair College.

Please join us to hear her words of wisdom!

(Powered By: Genesis Entrepreneurship Centre).

DESIGN THINKING

Friday September 24th 2:00pm –3:00pm [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)

CANVA BASICS

Monday September 27th 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)

PERSONAL BRANDING AND NETWORKING

Tuesday September 28th 1:00pm – 2:00pm [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).

LINKEDIN FOR SUCCESS

Wednesday September 29th 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)

INTRODUCTION TO THE ELEVATOR PITCH

Thursday September 30th 10:00am-11:00am [Register here](#)

Learn the art of the elevator pitch! An elevator pitch is a brief introduction of yourself and what you do in the time it takes to ride an elevator. You can use these skill to introduce yourself at a networking event or to pitch a product or service for your business. If you want to become confident in how you deliver yourself, then this workshop is for YOU!

(Powered By: Genesis Entrepreneurship Centre)
