

ST. CLAIR COLLEGE



ENTREPRENEURSHIP CENTRE



WELCOME TO

GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Dept. of Research, Innovation, and Entrepreneurship



August 2022 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.

eCommerce 101: What, Why and How

Tuesday, August 2nd 10:00am – 11:30am [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.

What you will learn:

- What is e-commerce, why it's important and the benefits of selling online
- What platforms are available and how to pick the right one for you
- The basics of inventory management, choosing the right solution, and streamlining point-of-sale for both in-store and online
- Optimizing your website content, choosing the right themes, and the basics of search engine optimization (SEO)
- How to set up secure payments and various shipping options & costs
- Look at the basics of driving traffic to your store and boost sales through a variety of digital marketing channels
- How to provide excellent customer service throughout the e-commerce purchase funnel

(Powered By: Digital Main Street)

How to Make LinkedIn Work for You

Wednesday, August 3rd 2:30pm – 3:30pm [Register here](#)

Learn how to set up a profile and get tips and tricks on how to get the most out of LinkedIn. Stay connected to career opportunities and attract employers with a stellar profile.

Women's Employment Network.

Organizer of How to Make LinkedIn Work for You Women's Employment Network is a network of support to help you with your career and finances.

(Powered By: Women's Employment Network)

Managing Conflict In The Workplace

Thursday, August 4th 2:30am - 3:30pm [Register here](#)

In this workshop you'll learn tips to deal with workplace conflict and how to navigate difficult situations. You will start to develop strategies to resolve problems while making sure your voice is heard.

(Powered By: Women's Employment Network)

ELLEvating Women Entrepreneurs (Workshop)

Friday, August 5th 1:00pm – 2:30pm [Register here](#)

Do you want to be part of a supportive community, be inspired, and elevated throughout your entrepreneurial journey?

If you answered yes to these questions, you're at the right place! Let's connect and you will discover the resources and funding options available to you as a woman in business.

We will dive deep into how you can effectively boost your leadership skills, improve your time management skills, explore ways to balance work and family life and seek out financing for your small business, among other topics.

Don't miss this informative, and interactive online workshop that will serve as your entry ticket into the entrepreneurial community. Learn alongside other women and grow your business today.

Pre-registration is required. Once you have registered, you will receive an email with instructions on how to log on a few hours prior to the start time of the workshop.

(Powered By: YES Employment + Entrepreneurship)

Resume Tips to Get You Noticed

Monday, August 8th 10:00am-11:30am – [Register here](#)

If you are struggling with creating a resume for your first job, re-entering the workplace or making a career change this session is for you

About this event:

Struggling with your resume? Attend our workshop and find out tips to make your resume rise to the top and get you the interview.

(Powered By: Women's Employment Network)

Basics of Starting a Small Business

Tuesday, August 9th 10:00am – 11:00am [Register here](#)

Do you have an idea and you want to start your own small business, but you aren't sure where to start? Attend this free seminar to find out information such as:

- How to register your business
- Business structure
- Government support programs
- Other services and programs available to you

(Powered By: Small Business & Entrepreneurship Centre)

Digital Marketing Tools Your Business Needs

Wednesday, August 10th 9:00pm – 9:55am [Register here](#)

What is your business' digital marketing ecosystem?

In this 55-minute webinar, you will have the opportunity to learn more about the three essential digital marketing tools that businesses should implement into their digital marketing processes. Discussion will focus on social media tools, email marketing and integrations.

By the end of the webinar participants will:

- understand the importance of a healthy digital marketing ecosystem.
- identify the 3 critical digital tools essential.
- develop a process for developing a digital marketing ecosystem.

(Powered By: Jennifer Baker Consulting Ltd)

Business Plan Basics

Thursday, August 11th 2:00pm – 3:15pm [Register here](#)

Writing your first business plan is a major step in putting your small business on the map. The point of your plan is to articulate the concepts that inspired you to start your business as well as evaluate potential hurdles like competition and funding issues. Whether you are seeking start-up capital or just want a solid road map to guide you through the early years of your business, a workable small business plan will help you work toward your goals.

In Part 1 we'll cover an introduction to planning, the contents of a plan, Executive Summary, Company Overview, Marketing Strategy and an introduction to the library's market research tools.

(Powered By: Small Business Centre Ontario)

Interviewing is Like Dating

Tuesday, August 16th 10:00am-11:30am [Register here](#)

When finding a new job it is important to make sure that you are a good fit for the company AND that the company is a good fit for you. There are strategies to finding out whether or not a new job or position is right for you. Mark Naster will lead you through this interactive workshop to help you find a workplace culture that is a good fit.

(Powered By: Women's Employment Network)

Goal Setting and Time Management

Wednesday, August 17th 11:00am – 12:00pm [Register here](#)

This workshop will give you the skills and knowledge to identify how you currently use your time, identify your personal time management strengths and weaknesses, learn the dimensions of self-management of time and identify new habits you can implement to improve your personal time management.

(Powered By: Women's Employment Network)

Business Plan Basics

Thursday, August 18th 2:00am – 3:15pm [Register here](#)

Writing your first business plan is a major step in putting your small business on the map. The point of your plan is to articulate the concepts that inspired you to start your business as well as evaluate potential hurdles like competition and funding issues. Whether you are seeking start-up capital or just want a solid road map to guide you through the early years of your business, a workable small business plan will help you work toward your goals.

In Part 2 we'll cover Operations, Financials, Critical Path and other library resources that can assist you with your business plan.

(Powered By: Small Business Centre Ontario)

Facing Your Fears: Winning Your Inner Game

Tuesday, August 23rd 1:30pm – 3:00pm [Register here](#)

Those anxious feelings are natural. And while this time can be very challenging, it can also become a great opportunity to design a new normal. This workshop offers women an opportunity to refocus, re frame and expand their thinking (around this period of change) so they can move forward, more quickly, and with renewed confidence and hope. Join us as we help you to develop actions for strengthening you inner game and accelerate your progress into “What’s Next”!

(Powered By: Women's Employment Network)

Mastermind Session: Marketing

Tuesday, August 23th 2:00pm – 3:00pm [Register here](#)

In this interactive session, you will meet with subject matter experts to learn their best practices and the key points they believe business owners should focus on, including:

- Creative marketing tools
- Online marketing
- Community events that work

Participants will be encouraged to ask questions, share resources and knowledge and to learn from other business owners.

Moderator

Andrew Patricio is the founder and owner of Bizlaunch, a company that trains, advises and mentors entrepreneurs. As an internationally recognized small business expert, he has trained entrepreneurs in Canada and 21 other countries. Andrew understands entrepreneurs because he is an entrepreneur, having started several businesses of his own and has authored two books on small business.

(Powered By: My Main Street - Local Business Accelerator)

Home-Based Business Opportunity -Just Take a Look

Wednesday, August 24th 8:00pm – 8:30pm [Register here](#)

Why a home-based business?

- Work from Anywhere
- Set your own Schedule
- Tax Benefits

Would this work for you?

- Health and Wellness Industry
- Company with over 65-year history of quality products and business reputation
- Scientifically proven products and programs
- Bonus Cars, Trips

In business for yourself but not “by yourself!”

Training and Support includes

- How to build a steady stream of new prospects
- Attraction marketing techniques

(Powered By: Bonnie)

Foodpreneur Advantage - Starting A Food Business

Thursday, August 25th 10:00am – 11:00am [Register here](#)

In this free 60-minute online seminar learn about:

- Creating a Business Model
- Doing your Market Research
- Analyzing the Competition
- What is your Value Proposition?

Do you have an idea for a food business? Want to learn more before you “venture” into food production? Looking to find out how to search for a licensed commercial kitchen that can help you get your venture off the ground? Or just have a delicious recipe you wish to cook up into a money-making business? Then be sure to attend this valuable workshop on Starting a Food Business.

You will leave with a better understanding of how to get started on your path to success in the food and beverage industry!

(Powered By: Foodpreneur Advantage)

Social Media for Your Business

Tuesday, August 30th 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.

What you will learn:

- How to choose the right social media platform(s) for your business
- How to set up and optimize social media profiles
- The basics of Instagram & Facebook shopping and how to utilize shoppable feeds
- Best practices for engagement on Facebook, LinkedIn, Twitter, Instagram, TikTok and Pinterest
- Growing your social media community using both organic and paid strategies
- Planning and curating your social media content
- Tools for managing platforms and scheduling posts to save you time and energy

Join us to learn the ropes of building an engaging and profitable social media presence for your business.

(Powered By: Digital Main Street)

Interview Preparation & Practice

Wednesday, August 31th 1:30pm – 2:30pm [Register here](#)

About this event

- Identify the different kinds of interviews that you may encounter
 - Understand how to prepare for your interview and strategies to successfully answer questions
- You do not require any special equipment in order to attend this webinar. We will **not** be using webcam or microphones. Participants will simply login and view the workshop and can type in questions for the facilitator to answer. Once you have registered you will receive an email with instructions on how to connect.

(Powered By: YMCA-YWCA Employment Access)