

ST. CLAIR COLLEGE



**GENESIS**

ENTREPRENEURSHIP CENTRE



WELCOME TO

# GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Dept. of Research, Innovation, and Entrepreneurship



## January 2022 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](#).

---

## LINKEDIN FOR SUCCESS

Tuesday January 11<sup>th</sup> - 4:00pm – 5:00pm [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)**

---

## CANVA BASICS

Monday January 17<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)**

---

## BASICS OF STARTING A SMALL BUSINESS

Tuesday January 18<sup>th</sup> - 3:00pm – 4:00pm [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)**

---

## DESIGN THINKING

Friday January 21<sup>st</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)**

---

---

## **BUILDING YOUR BUSINESS WITH SOCIAL MEDIA**

Monday January 24<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)**

---

## **PERFECTING YOUR PITCH**

Tuesday January 25<sup>th</sup> - 1:00pm – 2:00pm [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)**

---

## **LUNCH N' LEARN WITH ENTREPRENEURS**

Friday January 28<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)**

---