



WELCOME TO

# GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Dept. of Research, Innovation, and Entrepreneurship



## JUNE 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](#).

**Please note:** we have included additional workshops from our community partners. Please contact them directly for their workshop information.

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### CREATING CONSUMER PERSONAS AND ENSURING AN IDEAL BRAND VOICE

Wednesday, June 1<sup>st</sup> 1:00pm – 2:00pm [Register here](#)

Join Rebecca Stasko, Principal and Lead Strategist at SKO Communications, as she reviews a few key considerations when building a strong and viable brand. From understanding your consumers to rethinking your messaging during uncertain times, walk away with a to-do list geared to help inform your brand decisions. The goal is to build a brand that comes across as authentic, remains relevant, and is memorable to all stakeholders.

(Powered By: EPICentre)

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### LEVERAGING YOUR LINKEDIN

Thursday, June 2<sup>nd</sup> 2:00pm – 4:00pm [Register here](#)

We will take you step by step through the process of determining your personal brand, creating an “all-star” profile, and getting results all while making meaningful connections with people in your field. Learn how to leverage your LinkedIn account as you adapt to the COVID-19 job market and optimize your LinkedIn experience!

(Powered By: YES Employment + Entrepreneurship)

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## THE IMPORTANCE OF DIGITAL MARKETING AS A SMALL BUSINESS OWNER

Friday, June 3<sup>rd</sup> 12:30pm – 1:30pm [Register here](#)

Times are changing rapidly in how we brand our businesses and more importantly how we connect with the audiences we need in order to continue to grow our businesses. We will be discussing the following topics:

- How the different social platforms work and how they can work for your business.
- The importance of continuity between your website, social image and in real life image.
- How to actively participate in the content creation and direction of your brand's image.
- What is "Reputation Management?" and how does it apply to you.
- How to prevent unwanted negative reviews and how to address those that cannot be avoided.

Upon leaving this webinar you will have a better understanding of how and why we do what we do, how to take more control of your business, and the direction we are moving in the future.

(Powered By: Social Vizion Media)

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## SOCIAL MEDIA FOR YOUR BUSINESS

Tuesday, June 7<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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## GRANT WRITING WORKSHOP FOR SMALL BUSINESS

Wednesday, June 8<sup>th</sup> 3:00pm – 4:00pm [Register here](#)

This Grant Writing Workshop for Startups and Small Business is the result of over 10 years of writing and analyzing hundreds of grant applications. It offers a hands-on experience where you can learn and apply strategies to writing strong grant applications.

What to Expect from This Workshop:

- the 5-steps to grant writing
- how to prepare your grant application in advance of any grant
- where and how to search for a small business grant
- skill development through case studies, practical activities and break out rooms

(Powered By: Stanedin)

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## HOW TO SHINE ONLINE: MAKING A POSITIVE VIRTUAL IMPRESSION

Thursday, June 9<sup>th</sup> 10:00am-11:30am – [Register here](#)

Are you an entrepreneur who regularly attends virtual meetings or networking events? If so, this workshop is for you!

In our virtual world, it's important that every professional develops a strategy for making a positive, lasting impression. Join speaking coach Holly-Marie Conway, DTM of Strength Through Speaking as she shares the foundation of appearing and communicating as your best self in a virtual setting.

Learn the three pillars of virtual appearances and never be uneasy about turning on your camera on during a virtual meeting again!

(Powered By: WE-CAN Project at Queen's University)

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## LEARN HOW TO TURN YOUR IDEA INTO A REAL BUSINESS

Friday, June 10<sup>th</sup> 6:00pm – 6:30pm [Register here](#)

Do you want to turn your idea into a real business? Pitch it to us!

If we like your start-up idea, we will build a landing page for you to help gather feedback from potential customers, business partners, and investors!

**(Powered By: Waxdale Ecosystem Inc.)**

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## **BASICS OF STARTING A SMALL BUSINESS**

Tuesday, June 14<sup>th</sup> 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: SBEC - Small Business & Entrepreneurship Centre)**

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## **PROFESSIONAL WOMEN IN LEADERSHIP CANADA (PWLC)**

Wednesday, June 15<sup>th</sup> 5:30pm – 7:00pm [Register here](#)

Professional Women in Leadership Canada (PWLC) is a department of The Entrepreneur Nation™. Uplifting women through economic empowerment.

**(Powered By: The Entrepreneur Nation)**

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## **HOW AN ONLINE STORE CAN BOOST YOUR BUSINESS**

Thursday, June 16<sup>th</sup> 11:30am – 12:30pm [Register here](#)

ShopHERE powered by Google provides independent small businesses and artists with a quick, easy and no-cost way to start selling online. In this webinar you will get the answers to the top questions we've received about the ShopHERE powered by Google program, including:

- What does it mean to sell online, and why should my business?
- What is Customer Engagement?
- How can Social Media help?
- Who is Digital Main Street?

- What is ShopHERE powered by Google?
- Do I qualify for this program?
- What are the costs involved?
- Do you have any examples of completed websites?

**(Powered By: Digital Main Street)**

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## **ECOMMERCE 101: WHAT, WHY, AND HOW**

Tuesday, June 21<sup>st</sup> 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

Join us to learn why you should consider e-commerce for your business and how you can easily get started.

**(Powered By: Digital Main Street)**

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## **BASICS OF WRITING A BUSINESS PLAN**

Thursday, June 23<sup>rd</sup> 2:00pm – 3:00pm [Register here](#)

A good business plan is your road map to success! A business plan is also required when applying for any type of small business financing. Attend this informative session to learn how to develop a business plan that will work for you! This session will cover:

- The required elements of a business plan
- How to break it down in to manageable pieces
- Where to gather relevant information
- How to professionally arrange your ideas and research
- What to do with the plan when it's completed

**(Powered By: Small Business & Entrepreneurship Centre)**

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## **LEARN HOW TO FIND OUT HOW GOOD YOUR STARTUP IDEA IS**

Friday, June 24<sup>th</sup> 6:00am – 6:30pm [Register here](#)

Do you want to learn how you can find out how good your startup idea is? Pitch it to us!

If we like your startup idea, we will build a landing page for you to help gather feedback from potential customers, business partners, and investors! Come learn how it works.

**(Powered By: Waxdale Ecosystem Inc.)**

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## **YOUR GUIDE TO GETTING STARTED WITH EMAIL MARKETING**

Wednesday, June 29<sup>th</sup> 1:00pm – 2:00pm [Register here](#)

Not sure how to get started with your first email marketing campaign? Don't worry; this webinar will take you step-by-step through how to create and send your first email campaign with Constant Contact. By the end of this session, you'll know how to create an effective email campaign that looks great on any device and gets your subscribers to take action.

In this webinar, we'll cover;

- Why email marketing must be a part of your marketing strategy
- The 7 elements of successful design
- How to grow your email list
- How to write your email
- How to design your call to action

(Powered By: YES Employment + Entrepreneurship)

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## MARKETING FOR FOUNDERS

Thursday, June 30<sup>th</sup> 12:00pm – 1:00pm [Register here](#)

Marketing is all about idea/product awareness. I will help you ask the right questions to put the best strategies in place to increase customer and investor awareness.

We will cover the following topics:

- Idea/Product Awareness Analysis
- Go-to-Market Strategies
- Marketing Strategies/Channels
- Marketing Concepts
- Marketing Tactics

(Powered By: Waxdale Ecosystem Inc.)

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