

ST. CLAIR COLLEGE



GENESIS

ENTREPRENEURSHIP CENTRE



Dept. of Research, Innovation, and Entrepreneurship



May 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.

LEAN SIX SIGMA- THE BLACKBELT LEARNING PATH

Monday May 2nd 12:00pm – 1:00pm [Register here](#)

Lean Six Sigma - Black Belt is a methodology that combines the world's best and most rewarding process - improvement strategies. Hundreds of graduates have received the highest level of training – the Masters Certificate in Lean Six Sigma – Black Belt Learning Path – at Canada's top source for university-level Lean Six Sigma leadership in a program spanning 20 days of learning over five months.

Program Director Michael Ewing will describe the program and answers questions on how you can become black belt certified.

(Powered By: Schulich Executive Education Centre (SEEC))

EMAIL MARKETING ISN'T DEAD

Tuesday May 3rd 12:00pm – 1:00pm [Register here](#)

You might think email marketing is on its way out, or that it's old-fashioned compared to newer social media networks. But email marketing is far from dead—in fact, more than half of all marketers say that email generates the most ROI for their businesses of any marketing channel. Most people are still using email every day, and the inbox is often the most effective way to reach them.

(Powered By: Slice Communications)

STARTING AND OPERATING A BUSINESS

Wednesday May 4th 11:00am – 12:00pm [Register here](#)

In this online webinar, learn the steps to consider when launching a new business, including choosing the right business idea, business structure, financing options, business planning, and more.

(Powered By: Brampton Entrepreneur Centre)

HOW AN ONLINE STORE CAN BOOST YOUR BUSINESS

Thursday May 5th 11:30am - 12:30pm [Register here](#)

The ShopHERE program is designed to help you start selling online quickly and easily, with 1:1 dedicated support from an eCommerce Coordinator to build an online store.

(Powered By: Digital Main Street)

MICROSOFT VISIO

Friday May 6th 3:00pm – 4:00pm [Register here](#)

In this 60-minute session, we will teach you how to get started with Microsoft Visio. We will demo how to use a template, arrange and connect shapes and modify shapes with text. We will take a deep dive into some Visio diagrams including organization charts, network diagrams, workflows, and more

(Powered By: Smart Dolphins IT Solutions Tech.)

CRYPTO 101

Monday May 9th 7:30pm-8:30pm – [Register here](#)

Join Dr. Andreas Park from University of Toronto as we discuss the basics of cryptocurrency and bitcoin. This program is for adults. Priority will be given to confirmed RHPL members. This program will be hosted on Zoom.

(Powered By: Richmond Hill Public Library)

BUSINESS 101

Tuesday May 10th 9:00am – 10:00am [Register here](#)

In this 2-hour workshop, the focus is on identifying what you need to get started on your entrepreneurship path. Special focus is given to introducing you to the tools of success that turn an idea into a business. Completing this workshop will give you the tools you need to create a Business Model canvas as a precursor to a business plan. Additionally, you may be introduced to additional workshops to help your business get to the next level.

(Powered By: Business Centre - Guelph Wellington)

SECRETS TO WRITING A GREAT BUSINESS PLAN

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

Writing a business plan provides a roadmap to success for your business. It will outline your goals and the steps you will take to achieve them. This seminar will take a deep dive into the various aspects of a business plan and the key questions you need to address in each. You'll identify the gaps in your plan and the areas you need to develop further. You'll also find out about business plan reviewing and how it can take your start-up to the next phase.

(Powered By: Brampton Entrepreneur Centre)

INSTAGRAM 101

Thursday May 12th 12:00pm – 1:00pm [Register here](#)

Join blogger, journalist, copywriter, and social media manager Lindsay Smith of Lindsay Smith Creative for this session on how to use Instagram to grow your business and the strategies needed to sell your product or service with this tool.

(Powered By: Innovation Factory and Haltech)

WRITING A WINNING RESUME AND COVER LETTER

Friday April 13th 10:00am – 12:00pm [Register here](#)

Discover different styles of resumes and cover letters and make a knowledgeable choice on which resume will work best for you. Acquire the tools to create strong resumes and cover letters and avoid common resume mistakes

(Powered By: YMCA Institute)

ONE PAGE TO PLAN YOUR BUSINESS

Wednesday May 18th 12:00pm-1:00pm [Register here](#)

Are you a new start up? A small business looking to refocus or pivot? The Lean Model Canvas could be for you. A single page that visually breaks down your entire business plan into a one-page document that's easy to work on, change and share.

(Powered By: Peterborough & the Kawarthas Economic Development Centre)

E-COMMERCE

Thursday May 19th 6:00pm – 9:00pm [Register here](#)

Designed for business owners who want to establish or improve their digital presence and professionals who wish to become more well-versed in digital marketing, the Digital Marketing non-credit course is delivered through six consecutive three-hour sessions, each one focusing on key topics that will provide you with the skills necessary to build and operate your digital marketing efforts. Each session will include lectures, real-world case studies and hands-on learning activities.

(Powered By: WESmall Business Centre)

BRANDAPEEL: STORYTELLING IN THE DIGITAL AGE

Monday May 23rd 9:00am – 9:30am [Register here](#)

Your website copy is more important than most people understand and they end up telling the wrong story or tell the right story, but it never gets seen. Discover how to improve your website's organic traffic flow and write the right story for your visitors.

(Powered By: MarketAPeel)

MARKETING AND SALES

Tuesday May 24th 10:00am – 11:00am [Register here](#)

Unlike a business plan, a marketing plan focuses on getting and keeping customers; it's strategic and includes numbers, facts and objectives. A good marketing plan spells out all the tools and tactics you'll use to achieve your sales goals. It identifies what you'll sell, who'll want to buy it and the tactics you'll use to generate leads that result in sales. Without it, your marketing efforts could be wasted or money could be spent in the wrong channels. Learn to successfully create and implement marketing techniques and sales strategies, personal promotions, advertising materials that create connections and focus on what your business has to offer. Learn how to handle objections and set targets and goals and measure the effects of your efforts.

(Powered By: Business Resource Centre)

MARKETING FOR SMALL BUSINESS

Wednesday May 25th 11:00am – 12:00pm [Register here](#)

You know what your small business has to offer, but how do you get that message across to potential customers? Marketing for Small Business will help you focus on what your unique value proposition is and how to communicate your message effectively. You'll learn about the most effective marketing tools, the changing media landscape, and how to spend your marketing budget.

(Powered By: Brampton Entrepreneur Centre)

BASICS OF WRITING A BUSINESS PLAN

Thursday May 26th 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!

(Powered By: WESmall Business Centre)

ELEVATING WOMEN ENTREPRENEURS

Friday April 27th 1:00pm – 2:30pm [Register here](#)

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 workshop that will serve as your entry ticket into the entrepreneurial community. Learn alongside other women and grow your business today.

(Powered By: YES Employment + Entrepreneurship)

TAX SEMINAR WITH THE CRA

Tuesday May 31st 10:00am – 12:00pm [Register here](#)

The BRC is happy to present a Tax Seminar in partnership with Canada Revenue Agency to discuss the following topics for small business owners: Common Tax Errors, Books & Recordkeeping, Tips & Best Practices, HST Information, CRA Website and how it can help your small business

(Powered By: Business Resource Centre)
