

ST. CLAIR COLLEGE



GENESIS

ENTREPRENEURSHIP CENTRE



WELCOME TO

GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Experiential Learning and Career Services Department



December 2023 WORKSHOPS

Genesis Entrepreneurship Centre, Main Campus: Room A1229

EVERYONE WELCOME.
REGISTRATION REQUIRED:
www.stclaircollege.ca/genesis

The Genesis Entrepreneurship Centre will be hosting programming in a virtual format as well as in person. However, most 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.

Rethinking IP through Data Strategy and Protection

December 1, 2023 12:00 pm - 1:00 pm [Register here](#)

The Law and Entrepreneurship SpeakHer series 2023 is pleased to welcome Jennifer Jannuska, the Director of Data & Intellectual Property for Protein Industries Canada. Jennifer is an experienced lawyer and patent agent qualified in Ontario. Before joining PIC, she spent more than 20 years in private practice, advising clients in diverse sectors on strategic approaches to intellectual property. A past recipient of Best Lawyers in Canada (Intellectual Property) and IAM Strategy 300 (World's Leading IP Strategists), Jennifer has had the privilege of working with domestic and foreign companies in all stages of IP development, commercialization and enforcement.

The session will discuss the importance of data in the IP and ways to think of data as IP. We will discuss how to balance sharing and protecting your business data, the session will explore unique challenges and opportunities, facing women working in IP. Attendees can also expect to gain valuable insight about careers in IP, a vital and dynamic sector.

(Powered by: EPICentre)

Optimizing for Search Engines - Understanding SEO Basics

December 5, 2023 10:00 am - 11:00 am [Register Here](#)

Often you will hear about needing to optimize for search engines or SEO. But what is it, and how does it impact your digital presence? In this webinar, the Digital Service Squad will explain search engine optimization and the best tactics you as a business can use towards increasing your ranking in the search engine result pages.

What you will learn:

- What is SEO?
- Importance of keywords
- Copywriting for SEO
- On-page tactics
- Off-page tactics
- Technical SEO

Auditing your website for search engines

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)

How to Use Social Media for Customer Acquisition

December 6, 2023 9:30 am - 11:30 am [Register here](#)

Location: Nature Fresh Farms Recreation Centre, Auditorium B - 249 Sherk St. Leamington, ON N8H 4X7

Social media can be a great asset for any business, if implemented correctly. As a small business owner, it's important for you to make better use of social media. On the flip side, you have a business to run and adding one more thing in a dizzyingly busy world can seem overwhelming.

This beginner-level session will provide some needed calm. We'll remove the jargon and leave you with a common sense understanding of how social media can be used as part of a practical plan to bring paying customers through your doors. Knowing how to leverage social media will help you grow your client base, increase profits and cut your marketing costs.

Key takeaways:

- Social media equivalent of word-of-mouth advertising (organic growth)
- How to appeal to new customers online (customer acquisition)
- Find new customers just around the corner (local search)
- Learn how the Digital Main Street program can help you grow your business online

(powered by: Small Business & Entrepreneurship Centre)

Foodpreneur Advantage: Navigating the Regulatory Compliance

December 7, 2023 10:00 am - 11:00 am [Register Here](#)

This session is for you if you have a food or beverage business and want to ensure you are complying with applicable codes and regulations. In this free 60-minute online seminar learn about:

- Fire Code Compliance
- Zoning Requirements
- Municipal Licensing & Bylaws
- Building Permits & Applications
- Food Safety Requirements
- Health Inspections for Food Sector
- Site Inspections

This webinar will assist you in navigating the permits and legislation requirements for a food and beverage business.

This webinar is intended for businesses operating in the following areas:

Chatham-Kent | London / Middlesex | Sarnia / Lambton | St. Thomas / Elgin | Windsor / Essex

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! (This session is offered four times per year).

(Powered by: Small Business & Entrepreneurship Centre)

T1 General Small Business Tax Literacy Seminar

December 8, 2023 9:30 am - 11:30 am [Register Here](#)

Presented by the Canada Revenue Agency's Liaison Officer Service Program

This seminar is offered to owners of small businesses and self-employed individuals who need help in understanding their tax obligations. The presentation is geared towards unincorporated businesses and will provide participants with the basic principles and resources needed to navigate the tax system.

During the seminar, the Liaison Officers will:

- Explain common tax errors
- Demonstrate how to use financial benchmarks for relevant industries
- Provide information on various tools and services offered by the CRA
- Explain general bookkeeping concepts and best practices

If you require accommodation, please notify us by email at least 4 weeks before the event date at etoronto@toronto.ca. To cancel the accommodation, we require 5 business days' notice before the event date.

(Powered by: Enterprise Toronto)

SWOBEN Pitch Showcase

December 11, 2023 9:00 am [Click here for more Info](#)

Location: 2455 Wyandotte St W, 2nd Floor Windsor, ON N9B 0C1 (WE Tech Office)

Participants have honed their skills, developed their business models, and crafted compelling pitches. Now, they're ready to take the stage and showcase their hard work and dedication as we celebrate entrepreneurship and innovation at its finest. This event takes place at WEtech Alliance (Joyce Entrepreneurship Centre), 2455 Wyandotte St W, 2nd Floor, in Windsor.

This event is hosted by the Southwestern Ontario Black Entrepreneurship Network (SWOBEN), which empowers and supports Black entrepreneurs, including business owners and nonprofit leaders in the greater Southwestern Ontario region, to succeed and thrive by building strong business foundations and optimizing opportunities.

(Powered by: Southwestern Ontario Black Entrepreneurship Network (SWOBEN))

Basics of Starting a Small Business

December 12, 2023 10:00 am - 11:00 am [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**)

Basics of Writing a Business Plan

December 21, 2023 2:00 pm - 3:30 pm

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**)
