July 2023 WORKSHOPS

Genesis Entrepreneurship Centre, Main Campus: Room A1229
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.

Social Media For Your Business

Tuesday, July 4th 10:00 AM – 11:30 AM  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)
Innovation Outpost: Guidance For Starting & Growing Your Business *IN PERSON*

Wednesday June 5th 6:00PM-7:00PM
Where: 2455 Wyandotte St W Windsor, ON N9B 3B3
Cost: FREE
Register Here *Limited spots

Join WeTech Alliance for an informative hour of entrepreneurial insights and inspiration. Learn about the power of a growth mindset and how it can fuel your entrepreneurial journey. Uncover the key steps to defining the problem your idea solves and describing the value it delivers. Find out how to stand out from the competition and assess market sizing for your idea. Get the lowdown on what an MVP is and why it's crucial to launching your idea. PLUS, discover who WEtech Alliance is, and how we help innovative and tech-based entrepreneurs and companies Start, Sell and Scale.

(Powered by: WETech Alliance)

Marketing Essentials For Small Businesses 101

Thursday, July 6th 10:00AM-11:00AM Register here

For any new business, growing your customer base is your top priority. Marketing is a critical piece of being found by your target audience, converting those prospects to customers, and keeping customers over the long term. This webinar will give you an introduction to the tips and tools you need to get your marketing started on the right foot. By the end of the presentation, you will have everything you need to establish your brand, identify and reach your target audience, get your small business found by your prospects, and drive new sales through the groundwork of establishing your small business's marketing presence.

What you will learn:

- Have I clearly defined my brand purpose?
- What is a core value proposition?
- How do I know who my customers are and how do I reach them?
- How do I get my small business noticed on Google?
- How do I create effective paid digital and social ads?
- What digital presence can I establish for my brand?
- Is my website as effective as it needs to be?
- What social platforms should I leverage? How do I effectively engage on social media?
- What non-digital marketing channels should I consider?
- Where can my small business be found?
- How do I grow loyalty from existing customers?
- What tools and resources can I use today to help market & advertise my small business?
Rock my Business Series

Monday, July 10th 10:00AM - 1:00PM Register Here

Futurpreneur and RBC Future Launch’s Rock My Business Idea workshop will help you test your business idea before you bring it to market. Join a Futurpreneur Entrepreneur-in-Residence and other aspiring entrepreneurs to learn how to develop your concept into a viable business.

This workshop is part of a three-part series! After you develop your idea, get started on your business plan at Rock My Business Plan, and then learn to develop a solid and realistic cash flow for your small business at Rock My Cash Flow.

This workshop is for you if you:

- Are 18-39 years old
- Have a business idea you’re looking to develop
- Want to gain access to one-on-one business coaching
- Want the opportunity to apply for startup financing with up to two years of mentorship after you launch

What you will learn

- How to develop an entrepreneurial mindset
- How to make their business idea more viable
- Identify and learn how to overcome key gaps to achieve business viability
- Set a short-term goal with timelines and actions to move their business forward
Basics of starting a Small Business
Tuesday, July 11th 10:00 – 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 and Entrepreneurship Centre)

Grant Information Session

Wednesday July 12th 1:00PM – 2:00PM Register Here

Grant Info Sessions provide the knowledge and understanding on how to write grants by helping you develop your business case. Learn some tips and tricks that could help you apply for grants. Each of the sessions will include a step by step overview of how to complete it for yourself

We have discussions ranging from:

- Foundational Elements of a Grant
- Budgeting
- Creating your Work Plan
- Research Tips
- Time Management
- Available grants

You will:

- Learn the foundational elements of a grant
- Develop Budgeting
- Create your work plan
- Research grants and funders
- Get support every step of the way

Come join us to formulate your own grant blueprint! Open to all for-profit and non-profit businesses who are seeking to obtain a grant for their business
Innovation Outpost: Level Up Your Social Media Game @ Retro Funhouse *IN PERSON*

Thursday, June 13th 5:30PM – 7:30PM
Where: 130 Marlborough St. N Blenheim, ON N0P 1A0
Cost: FREE  Register Here  *Limited spots*

Free Tickets includes:

- A panel discussion and Q&A session with Chatham-based marketing firms Propel Marketing Co and Suni Creative Co.
- A delicious selection of appetizers and pizzas to snack on while you mingle with industry leaders and your fellow entrepreneurs.
- Cash bar available.

This event is for students, aspiring entrepreneurs, entrepreneurs and business owners, and anyone who is curious about entrepreneurship. The goal for this event is to help motivate, connect and support the local entrepreneurship community. Social media is one of those ever-changing elements in a business where you need to remain aligned with the latest trends and tools to keep it relevant. In this session, our panel of industry experts will touch on the current state of social media and provide tangible tips, tech tools, and strategies to help you enhance your online presence and connect with your followers.

Business Planning For Small Business

Tuesday, July 18th 10:00AM - 12:00PM  Register here

This webinar is aimed at entrepreneurs in the early stages of small business development who are looking at various types of business models and trying to determine where to start. By the end of this presentation, you will understand how to determine if your business idea is feasible, create a business plan, perform market research for your business plan, interpret your idea into a realistic financial plan, and take the next steps to get your business off the paper and into reality.

What you will learn:

- What is a business plan?
How do I determine if my business idea is worth pursuing? How can I assess it?

Where do I start in creating a business plan? What should and shouldn't I include?

How do I determine the market size, addressable market, and target market?

What is a SWOT analysis and why is it important?

How do I accurately reflect the financial aspects of my small business in my plan?

What stage am I in now and what should I do next?

What resources are available to help me with my business planning?

Join us to learn all about business planning for your small business or start-up.

( Powered by: Toronto Enterprise )

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**Women In Fashion - StartUp Women**

**Wednesday, July 19th 12:00 PM-2:00 PM** [Register Here]

**WHO IS THIS INDUSTRY ADVISORY CIRCLE FOR?**
Early stage, women-identifying entrepreneurs in the Fashion space.

As part of the Startup Women 2023 program, Startup Canada will facilitate industry-specific advisory circles once a month between February and November. Hosted by Isabel Nolan, Program Lead for Startup Women, these sessions will feature expert talks from late-stage founders, a panel discussion with support organizations within the industry and networking breakout rooms with attendees and speakers. This close-door, virtual meetup will give women all across Canada a sense of community and support.

Our mission with Industry Advisory Circles is to give women-identifying entrepreneurs the chance to connect with and learn from industry experts and later stage founders in the Fashion space, share resources in real time, and learn about ecosystem support.

This session will be hosted on Zoom meetings. We encourage all attendees to have their camera on and engage throughout the session and we will provide space for attendees to ask their questions.

( Powered by: StartUp Women )

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**The Importance Of Paid Advertising in Digital Space**

**Tuesday, July 25th 10:00am – 11:30am** [Register Here]

Advertising in the digital space can be complicated, especially with different ad formats, multiple platforms, budgeting, and running your own business! If you are not sure where to begin, or are confused on what kind of ad
to run, this session is for you! In this webinar, the Digital Service Squad from Toronto will share key insights into Google Ads, Facebook Ads, and Instagram Ads.

What you will learn about:

- Google Ads
- Facebook ads
- Facebook pixel
- Instagram ads
- Targeting audiences
- Which ads to run for your business
- Key terminology in ad platforms

(Powered by: Digital Main Street)

Content Marketing Through Storytelling - StartUp Women

Wednesday, July 26th 12:00 PM- 1:00 PM *Register here*

WHO IS THIS WEBINAR FOR?
Early stage, women-identifying entrepreneurs looking to learn how they can harness the power of their brand story to drive growth.

About:
Drive growth for your business through strategic storytelling. Learn how to better understand your customers and create content for them. Then convert your stories into sales! Hone in on your brand story and explore creative ways to communicate it with your customers.

( Powered by: StartUp Canada )

Content Marketing Through Storytelling - StartUp Women

Wednesday, July 26th 2:00 PM- 3:30 PM *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:
Basics of Writing a Business Plan

Thursday July 27th, 2:00PM-3:30PM 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!

What you’ll learn about:

- The required elements of a business plan
- How to break it down into 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 and Entrepreneurship Centre)