

ST. CLAIR COLLEGE



GENESIS

EXPERIENTIAL LEARNING AND CAREER CENTRE

April 2024 WORKSHOPS

Genesis Experiential Learning and Career Centre

Main Campus: Room A1229

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

The Genesis Experiential Learning and Career 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.

Basics of Starting a Small Business

April 2nd, 2024 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

A link to the webinar will be sent to your email following registration.

(Powered by: Small Business & Entrepreneurship Centre)

Chatham Campus St Clair Career Services Walk-in

April 3rd , 2024 10:00 AM - 3:00 PM Room # W1018A

10 AM – 3 PM | 1001 Grand Ave W, Chatham, ON N7M 5W4 Room W1018A

(Powered by: St. Clair College Genesis Experiential Learning and Career Centre)

Centre for the Arts Career Services Walk-in

April 10th, 2024 10:00 AM - 3:00 PM

10 AM - 3 PM | St. Clair College Centre for the Arts, 201 Riverside Dr W, Windsor, ON N9A 5K4 Room. Q0044

(Powered by: St. Clair College Genesis Experiential Learning and Career Centre)

Steppingstones of E-Commerce: Part 1 – Expanding into E-Commerce

March 11th , 2024 11:30 AM - 12:30 AM [Register here!](#)

Explore how to maximize your online presence by leveraging an e-commerce solution. Get e-commerce ready with Digital Main Street!

In an evolving digital world, e-commerce dependency is prominent and driving growth for small businesses. The series, Steppingstones of E-Commerce breaks down the state of the industry and explores how to maximize your online presence by leveraging an e-commerce solution.

Part 1 – Expanding into E-Commerce will cover the importance of the modern e-commerce landscape, establishing your digital hub, and how to get e-commerce ready as Digital Main Street supports your small businesses journey.

What will you gain insight into?

- The value and evolution modern e-commerce
- The importance of having a digital presence
- How small businesses can and should maximize their digital presence
- How to establish your digital hub
- How to get e-commerce ready
- How Digital Main Street programs can support

(Powered by: Digital Main Street)

What the Trade Commissioner Service Can Do For You

April 12th, 2024 10:00 AM - 11:00 AM [Register here!](#)

With globalization reaching new heights every day, some of the most thriving small businesses begin their entrepreneurial growth by learning to export to international markets.

Thankfully, you are not alone in your journey. For more than 120 years, the Canadian Trade Commissioner Service has helped organizations of all sizes grow to operate internationally. With a network of Trade Commissioners in more than 160 cities around the globe, they are an invaluable resource to help Canadian small business trade, grow and succeed. By the end of this presentation, you will know more about preparing yourself for international business and finding global opportunities.

The presentation will answer the following questions:

- What is the Trade Commissioner Service (TCS)?
- How do I qualify to be a client of TCS?
- What services does the TCS offer?
- What funding programs are available? What do I need to apply for them?
- What programs does the TCS offer to support my business?
- What other resources should I know about to become export-ready?

Join us to learn what TCS can do for you!

Speaker Bio:

Vanessa Donia is a Trade Commissioner with the Ontario Regional Office of the Trade Commissioner Service (TCS), Global Affairs Canada. Vanessa has been helping Ontario based companies export abroad since 2021. She holds a Master's in Public & International Affairs and an International Bachelor of Arts in International Studies from York University, Glendon College as well as a Bachelor in Business Administration in Global Business from Emlyon School of Business (France). Vanessa is currently working towards her Professional International Business Certification (CITP) at the Forum for International Trade Training (FITT).

(Powered by: [Toronto Enterprise](#))

Basics of Writing a Business Plan

April 18th, 2024 2:00 PM - 3:00 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:

- 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
- A link to the webinar will be sent to your email following registration.

(Powered by: [Small Business & Entrepreneurship Centre](#))

Getting started with IP: Trademarks

April 24th ,2024 1:00 PM - 2:00 PM [Register here!](#)

What are trademarks? What can they protect and what do I need to know if I'm thinking of registering my trademark in Canada?

In this live presentation, you'll learn the basics of trademarks. We'll talk about the different types of trademarks and what they can protect. We'll explain what to include in your registration application and how to avoid some of the most common mistakes when creating a trademark.

Join us for an interactive presentation with online polls, live Q&As and videos. All participants will get a copy of the presentation with links to CIPO's most popular IP resources for businesses.

- What is a trademark?
- Should I register my trademark?
- What are the criteria to register a trademark?
- How much does a trademark cost?
- How long does it take?
- Who can help me?
- What do I need to do next?

(Powered by:Canadian Intellectual Property Office (CIPO))

Starting a Food Business & Regulatory Compliance

April 25th, 2024 10:00 AM - 11:00 AM [Register here!](#)

This session is for you if you are in the early stages of development and are looking to gain knowledge in the food and beverage industry.

In this free 60-minute online seminar learn about:

- Creating a Business Model
- Doing your Market Research
- Analyzing the Competition
- What is Your Value Proposition?

- Do you have an idea for a food business? Want to learn more before you “venture” into food production? Do you have a delicious recipe you wish to cook up into a money-making business?
- Make sure you are complying with applicable codes and regulations.
- Fire Code Compliance & Building Permits
- Zoning Requirements, Municipal Bylaws & Licensing
- Food Safety Requirements

Be sure to attend this valuable workshop on “Starting a Food Business”.

You will leave with a better understanding of how to get started on your path to success in the food and beverage industry! This webinar will assist you in navigating the permits and legislation requirements for a food and beverage business. 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!

(Powered by: Foodpreneur)

Optimizing for Search Engines - Understanding SEO Basics

April 30th 2024, 10:00 AM - 11:30 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)

