

# ST. CLAIR COLLEGE

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# GENESIS

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EXPERIENTIAL LEARNING AND CAREER CENTRE

## **February 2024 WORKSHOPS**

**Genesis Experiential Learning and Career Centre, Main Campus: Room A1229**

EVERYONE WELCOME.  
REGISTRATION REQUIRED:  
[www.stclaircollege.ca/genesis](http://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.

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## Foodpreneur Advantage: How to Sell Your Food Product...Your Roadmap to Success

February 1st 2024, 2:00 PM - 3:00 PM [Register here!](#)

This session is for you if you want to learn how to sell your food product at markets, online, or to retailers.

In this free 60-minute online seminar learn about:

- How to set your pricing for success
- Positioning your product on the market
- Building an audience of raving fans
- The key things you can do to secure the sale
- You have worked hard to develop a great product but you're struggling to make sales. What gives?

Successfully selling your product involves more than just having great tasting food. Pricing, marketing, and how you position your product all play a key role in ensuring that people will buy it.

In this session, we will be joined by Nicole Haney, former Founder & CEO of Boho Bars, a national energy bar company. Nicole will guide us through the key factors to consider in successfully selling your product, whether you're selling at markets, online, or to retailers.

You will leave with a better understanding of how to successfully sell your product in the food and beverage industry!

(Powered by Foodpreneur)

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## Entrepreneur Toolbox: Email Marketing with MailChimp

February 5th, 2024 12:00 PM - 12:30 PM [Register here!](#)

Elevate your email marketing skills and drive exceptional results with this session on MailChimp. We will walk you through the basics, including powerful features and techniques that the platform offers to enhance your email campaigns. Discover effective strategies for building and growing your email list, as well as using MailChimp's cutting-edge AI features.

Email Marketing with MailChimp is part of the biweekly quick hit lunchtime sessions providing small business professionals with insights, education and advice regarding a variety of digital marketing and technology topics. Presented by the Digital Main Street program's Windsor-Essex Digital Service Squad, each 30-minute lunch and learn session includes 15-20 minutes on a specific topic followed by a Q&A period. Participants will be given the opportunity to book one-on-one meetings with Digital Service Squad advisors to receive assistance in implementing digital tools for their businesses.

(Powered by Small Business & Entrepreneurship Centre )

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## Basics of Starting a Small Business

January 6th 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)

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## Health Sciences and Nursing Career Fair (Chatham)

February 7th 2024 10:00 am - 2:00 pm

Location: St. Clair College Chatham Main Campus 1001 Grand Ave W, Chatham, ON N7M 5W4

(Powered by St. Clair College: Experiential Learning and Career Services Department)

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# Foodpreneur Advantage: Costing & Pricing to Make Profits

**February 8th, 2024 2:00 PM - 3:00 PM** [Register here!](#)

This session is for you if you want to know how to price your food or beverage product appropriately.

In this free 60-minute online seminar learn about:

- Understanding your COGS
- Cash Flow Management
- Planning for Profits

If you want to run a successful business it's important for you to know the 'numbers'. Learn how to cost and price your products and services for profitability and how the decisions you make about your operations and production processes affect your bottom line. Understand how to budget and spend money so you can pay all your bills and still have money left in your pocket at the end of the year.

Each participant will receive an Excel Financial Forecasting spreadsheet (blank) and completed examples for both a product and service business to assist you through the process. Use the spreadsheet to develop your individual timeline, operating and capital costs, and pricing calculator to create a cashflow projection and income statement for your business.

You will leave with a better understanding of how to properly cost and price your product to make a profit in the food and beverage industry!

**(Powered by Futurpreneur)**

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## Ford Innovation Showcase Promotion Table

**February 9<sup>th</sup> and 23<sup>rd</sup> 2024 10:00 am - 2:00 pm**

St. Clair College Main Campus Genesis Centre Rm. A1129 | 2000 Talbot Rd Windsor ON

**Students in all St. Clair College Programs!**

Have an innovative project or idea you are working on inside or outside of school?

Want the opportunity to present this idea to industry executives and potential employers for a chance to win a cash prize?

If you answered yes to these questions, the Ford Innovation Showcase is an opportunity you shouldn't pass up.

A 3-minute video from teams of 1-4 students is due Monday **March 18, 2024 by 5:00 PM.**

Ten finalists will be selected to go forward to the Ford Innovation showcase on Friday May 3, 2024 from 8:30 –

3:30 PM.

Come and learn more about the event at our promotion tables every other Friday until March 8, 2024 at the Genesis Experiential Learning and Career Centre.

(Powered by St. Clair College: Experiential Learning and Career Services Department)

## **WEBINAR Digital Tools, Software & Apps to Efficiently Manage Your Small Biz**

**February 13th, 2024 2:00 PM - 3:30 PM** [Register here!](#)

From accounting to scheduling, file sharing to project management, there are digital tools to help with every aspect of running a small business. Knowing which ones are right for you can be a challenge though. This beginner-level workshop will help you learn what's out there to help you manage with efficiency and ease.

You'll learn:

What the most efficient, cost-effective apps are available for:

- Bookkeeping, invoicing, accounting
- Productivity and time management
- Project Management
- Communications
- Client and customer relationship management
- File storage and sharing
- Scheduling and calendar management
- How best to evaluate software and apps for running your small business
- How different apps work together (or in some cases, they don't! We'll go over how to know)
- Which software and apps are worth paying for, and which have a free or low-cost alternative

This workshop is a free online webinar for small businesses in Ontario. Participate online for free, using your preferred device (laptop, smartphone or tablet). All you need is a fast internet connection and free webinar software. Download details will be provided after registration.

Webinars will be recorded and made available to all registrants.

Everyone who registers for this webinar will be entered into a draw to win a free eBook copy of See You on the Internet: Building Your Small Business with Digital Marketing. The winners will be chosen at random and announced during the workshop, and you have to be in attendance to claim your prize.

(Powered by Digital Main Street )

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## Health Sciences and Nursing Career Fair (Windsor)

February 14th, 2024 10:00 AM - 1:00 PM [Register Here!](#)

Location: St. Clair College - Health Science Building, 2000 Talbot Rd

(Powered by St. Clair College: Experiential Learning and Career Services Department)

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## Basics of Writing a Business Plan

February 15th, 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 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

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

(Powered by **Small Business and Entrepreneurship Centre**)

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## Employer Day: Small Business & Entrepreneurship Centre - Summer Company Program

February 20th, 2024 10:00 AM - 2:00 PM

St. Clair College Main Campus Genesis Centre Rm. A1129 | 2000 Talbot Rd Windsor ON

Learn more about the Summer Company Program [here](#).

(Powered by St. Clair College: Experiential Learning and Career Services Department)

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## **WEBINAR: Grow Your Small Business on Instagram**

**February 21st, 2024 7:00 PM - 8:30 PM [Register here!](#)**

This intermediate-level webinar is for those that have already dipped their toes into the world of Instagram and are looking to grow on the platform. We'll explore different ways small businesses are strategically building a following on Instagram and generating sales from their efforts. You'll walk away from this webinar with a long list of ideas you can use right away.

You'll learn:

- All the different sections of Instagram, and how to use each (Grid, Reels, Stories, Highlights)
- Creative ways to tell your small business story on Instagram, whether you're selling products or services
- How to use hashtags effectively
- Why you're much more likely to be seen on Instagram when you post videos
- How to build a strong relationship with your Instagram followers, that converts to sales

This workshop is a free online webinar for small businesses in Ontario. Participate online for free, using your preferred device (laptop, smartphone or tablet). All you need is a fast internet connection and free webinar software. Download details will be provided after registration.

Webinars will be recorded and made available to all registrants.

Everyone who registers for this webinar will be entered into a draw to win a free eBook copy of See You on the Internet: Building Your Small Business with Digital Marketing. The winners will be chosen at random and announced during the workshop, and you have to be in attendance to claim your prize.

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

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## **Foodpreneur Advantage: Selling to Food Retailers**

**February 22nd , 2024 2:00 PM - 3:00 PM [Register here!](#)**

This session is for you if you have a CPG (Consumer Packaged Good) Product but have never sold into retail stores. Gain some insight and instructions on how to conduct a sales call.

In this free 60-minute online seminar learn about:

- Breaking down a sales call into 7 clear steps

- Creating a plan for your sales call
- Learning how to overcome objections
- Closing the deal
- Following up & Customer Service

Many food & beverage business owners believe their products will sell themselves. “It’s the highest quality, low price, and there is nothing like this in the marketplace today.”

Creating a sales strategy without a defined sales process is a mistake a lot of businesses tend to make. A standardized sales process with clearly defined sales stages establishes efficiency and will allow you to gain new retail accounts and scale your business.

This session will be hosted by Paul Dromgole, a member of the Foodpreneur Advantage Team, who has extensive training and sales with Fortune 500 companies as well as his own independent Sales Agency.

**(Powered by Small Business and Entrepreneurship Centre)**

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## **Entrepreneur Toolbox: AI for Small Business 102**

**February 26th , 2024 12:00 PM - 12:30 PM [Register here!](#)**

In this session, we will review some of the free business-oriented AI-enabled tools that can be used to increase your productivity. Leaning heavily on practical real-world applications, we will show how your small business can benefit from making these applications part of your go-to toolkit for marketing and business management.

AI for Small Business 102 is part of the biweekly quick hit lunchtime sessions providing small business professionals with insights, education and advice regarding a variety of digital marketing and technology topics. Presented by the Digital Main Street program's Windsor-Essex Digital Service Squad, each 30-minute lunch and learn session includes 15-20 minutes on a specific topic followed by a Q&A period. Participants will be given the opportunity to book one-on-one meetings with Digital Service Squad advisors to receive assistance in implementing digital tools for their businesses.

**(Powered by Small Business & Entrepreneurship Centre)**

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## **Social Media for Your Business**

**February 27th, 2024 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)**

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## **Employer Day: Vantage Marketing: Promotion of Job Opportunities**

**February 28th, 2024 10:00 AM - 2:00 PM**

**Location: St.Clair College Main Campus | Genesis Centre Rm. 1229 | 2000 Talbot Rd Windsor ON**

Learn more about Vantage Marketing jobs [here](#).

**(Powered by St. Clair College: Experiential Learning and Career Services Department)**

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## **StrikeUP 2024: Driving Change**

**February 29th, 2024 10:00 AM - 3:00 PM** [Register here!](#)

StrikeUP Canada is Canada's flagship digital conference convening women entrepreneurs and the women entrepreneurship ecosystem, with a united vision of equity and inclusive economic growth through entrepreneurship.

Founded by Northumberland CFDC and presented in partnership with The Scotiabank Women Initiative®, Export Development Canada and MNP, StrikeUP reflects the diversity and ambition of Canada's women entrepreneurs as an accessible, free and world-class program focused on growth, funding, digital adoption and global opportunities.

Let's StrikeUP together to advance women to lead our economic recovery.

Let's StrikeUP to strengthen the capacity within the entrepreneurship ecosystem and grow the number of women-owned businesses.

**(Powered by StrikeUP Canada)**

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