

ST. CLAIR COLLEGE



GENESIS

EXPERIENTIAL LEARNING AND CAREER SERVICES



Welcome to St. Clair Genesis Centre

For Experiential Learning and Career Services



January 2024 WORKSHOPS

**Genesis Centre for Experiential Learning and Career Services, 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.

Basics of Starting a Small Business

January 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

(Powered by: Small Business & Entrepreneurship Centre)

Doing Business with the Government of Canada

January 3, 2024 10:00 am - 12:00 am [Register Here!](#)

The Government of Canada purchases \$22 billion of goods and services each year. This two-hour webinar provides key information about how to sell to the Government of Canada that will help you learn how to:

- Find out whether the Government of Canada buys your goods or service
- Understand the contracting process
- Register in supplier databases
- Build networks and promote your business
- Search for opportunities
- Take advantage of the procurement information on Buyandsell.gc.ca and Canadabuy.ca
- Understand the security clearance process
- Bid on opportunities

If you require special assistance or are having difficulties registering please contact PAC-OR at 1-800-668-5378 or tpsgc.pasacantario-appacantario.pwgsc@tpsgc-pwgsc.gc.ca.

*Please note a final confirmation email will be provided to all registered attendees with additional instructions and connection details in the days leading up to the event. The presentations are offered FREE of charge and will be delivered in English. Please contact us for service in French.

**Please provide an active email address when you register as additional information regarding the event will be sent to you a few days before the event.

NOTE: It is mandatory to attend "Doing Business with the Government of Canada " before attending any other seminars.

(Powered by: **Procurement Assistance Canada-Ontario Region**)

Service Canada: Social Insurance Number Assistance

January 5th, 8th, 10th, 15th 10:30 AM - 3:00 PM Walk in or Start your [Application Online Here](#)

Where: St. Clair College Main Campus Rm. A1229 Genesis Centre for Experiential Learning and Career Services

Service Canada provides Canadians with a single point of access to a wide range of government services and benefits through the Internet, by telephone, in person or by mail.

Service Canada will be in your community to help you apply for your **Social Insurance Number** during the month of January 2024.

What to bring:

- A primary identification document (a secondary document may also be required).
- Visit Canada.ca for a complete list of acceptable primary and secondary documents.

(Powered by: **Service Canada**)

Rock My Business: Rock My Business Idea

January 8th, 2024 10:00 am - 1:00 pm [Register here!](#)

An impending economic slowdown may appear daunting for young, aspiring entrepreneurs. With the right approach one can create space for innovative ideas and find opportunities to fill gaps in the market with niche products and services. Are you an entrepreneur looking to transform your idea into a thriving business or grow your newly launched small business? Register today for the free, virtual, three-part Rock My Business workshop series, presented by Futurpreneur and RBC Future Launch. The series provides you with the tools to develop your idea, formalize your business plan and create a viable cashflow—all while connecting you with fellow entrepreneurs across Canada.

Note: Complete the Business Plan and Cash Flow workshops to qualify for free one-on-one coaching from one of our Entrepreneurs-in-Residence.

RBC Rock My Business Start-up Awards: Eight entrepreneurs, \$10k each

Futurpreneur and RBC want to help you launch your startup and are awarding eight young, aspiring entrepreneurs \$10k to take their small businesses to the next level!

Workshop 1: Rock My Business Idea

Ensure your idea is viable before developing a business plan.

You'll learn how to spot and overcome key obstacles to business viability, and how to meet short-term goals against timelines.

Note: If you've already firmed up your business idea—or if you've recently launched a new business—and are ready to create a solid business plan, proceed directly to workshop 2, Rock My Business Plan.

(powered by: Futurpreneur)

Rock My Business: Rock My Business Plan Workshop 2

January 9, 2024 10:00 am - 1:00 pm [Register Here!](#)

An impending economic slowdown may appear daunting for young, aspiring entrepreneurs. With the right approach one can create space for innovative ideas and find opportunities to fill gaps in the market with niche products and services. Are you an entrepreneur looking to transform your idea into a thriving business or grow your newly launched small business? Register today for the free, virtual, three-part Rock My Business workshop series, presented by Futurpreneur and RBC Future Launch. The series provides you with the tools to develop your idea, formalize your business plan and create a viable cashflow—all while connecting you with fellow entrepreneurs across Canada.

Note: Complete the Business Plan and Cash Flow workshops to qualify for free one-on-one coaching from one of our Entrepreneurs-in-Residence. RBC Rock My Business Start-up Awards: Eight entrepreneurs, \$10k each.

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Workshop 2: Rock My Business Plan

Develop a robust business plan. You'll learn how to write the four main sections of the business plan: Company Profile, Marketing Activities, Market Research, and Operations.

Note: We recommend that all participants also register for the subsequent workshop, Rock My Cash Flow.

(Powered by: Futurpreneur)

Progress with IP: IP Strategy

January 10th , 2024 1:00 pm - 2:00 pm [Register here!](#)

What is an IP strategy and how do I create one for my business?

In this live presentation, you'll learn the basics of IP Strategy. We'll explain why it is important to have a plan for your IP, the relationship between business and IP strategy, the kind of knowledge you'll need to develop your IP strategy and an introduction to the steps to take to get you started.

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.

- Why should I care about having an IP Strategy?
- What do I need to know to create an IP strategy?
- How do I align an IP strategy with my business goals?
- What are the steps I need to take to build an IP strategy?
- How do I manage my IP Strategy?

- What do I do if something changes?
- Who can help me?

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

Rock my Business: Rock my Cash Flow Workshop 3

January 11th, 2024 10:00 AM - 1:00 PM [Register Here!](#)

An impending economic slowdown may appear daunting for young, aspiring entrepreneurs. With the right approach one can create space for innovative ideas and find opportunities to fill gaps in the market with niche products and services. Are you an entrepreneur looking to transform your idea into a thriving business or grow your newly launched small business? Register today for the free, virtual, three-part Rock My Business workshop series, presented by Futurpreneur and RBC Future Launch. The series provides you with the tools to develop your idea, formalize your business plan and create a viable cashflow—all while connecting you with fellow entrepreneurs across Canada.

Note: Complete the Business Plan and Cash Flow workshops to qualify for free one-on-one coaching from one of our Entrepreneurs-in-Residence. RBC Rock My Business Start-up Awards: Eight entrepreneurs, \$10k each

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Workshop 3: Rock My Cash Flow

You'll learn how to complete the Start Up Cost and Cash Flow sections of the business plan, create realistic sales forecasts, and complete the first draft of the start-up costs and first month sales and expenses.

(Powered by: Futurpreneur)

Basics of Employment Law

January 15th , 2023 2:00 PM - 3:00 PM [Register Here!](#)

Location: Small Business & Entrepreneurship Centre 119 Chatham Street West #Unit 100 Windsor, ON N9A 5M7

Are you looking to hire or do you already have employees working for your business? If so, it's important to have a basic understanding of the law regarding the employer-employee relationship. This free seminar, presented by Jeffrey Patterson, partner, and Jessica Paglia, associate, at Miller Canfield, will cover the following topics:

- Ontario Employment Standards Act
- Ontario Human Rights Code
- Occupational Health and Safety Act
- Importance of employment contracts, workplace policies and proper procedures

(Powered by: Small Business and Entrepreneurship Centre)

WEBINAR: How to Create Captivating Videos for Social Media

January 16th, 2024 7:00 PM - 8:30 PM [Register Here!](#)

As social media continues to play a crucial role in connecting businesses with their target audience, creating captivating video content has become more important than ever. In this beginner-level webinar, you'll learn the ins and outs of creating compelling videos for platforms such as Instagram Reels and TikTok, with a focus on using smartphones as your main tool. You'll discover editing techniques and tips, and walk away with the knowledge and inspiration to make your videos stand out and effectively connect with your audience on social media.

You'll learn:

- Why posting to Instagram Reels and TikTok boosts your discoverability
- How to capture great video using just a smartphone
- The best software and apps for editing your videos
- Creative ideas for making your videos unique and eye-catching
- What's possible in video content creation, by looking at inspiring examples
- Strategies for promoting your videos effectively on social media

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)

Tech Connect Meetup @ WindsorEats

January 17th, 2024 6:00 PM - 8:00 PM [Register Here!](#)

Where: WindsorEats: 400 Erie Street East, #Unit 3 Windsor, ON N9A 3X4

Are you involved or looking to get involved in the Windsor-Essex tech scene?

Join WEtech Alliance, partners, and members of the regional tech community for the Tech Connect Meetup at **WindsorEats**; located in Windsor's own Via Italia neighbourhood.

Mingle with people in tech, indulge in some tasty bites and a mocktail or hot cocoa (on us), and enjoy the artsy atmosphere of one of the city's most popular hangouts. Whether you're a tech founder, entrepreneur, professional, student, or just a tech aficionado, this event is your scene.

(Powered by: WETech Alliance)

Basics of Writing a Business Plan

January 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 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)

WEBINAR: Facebook and Instagram Advertising on a Small Budget

January 18th, 2024 7:00 PM - 8:30 PM [Register Here!](#)

Whether you have \$5, \$50, or \$100 a month to spend on Facebook and Instagram advertising, you can still reach your target customers and clients. Discover some creative ways to do so in this fast paced, intermediate-level webinar.

You'll learn:

- The options for advertising on Facebook and Instagram
- How the Facebook and Instagram algorithms work, so your content can cut through and be seen, even without spending money
- How to decide when to boost a post, and how much to spend
- How to target your ads to your ideal customer or client based on demographics, geographic area, and more
- How to create successful written copy and imagery for Facebook and Instagram ads

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(Powered by: Digital Main Street)

Foodpreneur Advantage: Starting a Food Business

January 25th, 2024 2:00 PM - 3:00 PM [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? Looking to find out how to search for a licensed commercial kitchen that can help you get your venture off the ground? Or just have a delicious recipe you wish to cook up into a money-making business? Then 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!

(Powered by: Foodpreneur)

TikTok for Small Business

January 31st, 2024 7:00 PM - 8:30 PM [Register Here!](#)

TikTok has taken the social media world by storm. Sure, the video sharing platform is full of funny pet videos and the latest dance trends, but it can also be a great place to engage with your customers or clients. This beginner-level workshop will cover the fundamentals of TikTok and how you can use it to build a following for your small business.

You'll learn:

- How TikTok works
- The key differences between a personal account and a business account, plus how to set up a business account for success and optimize your profile
- How to discover popular content (including memes and trends) that you can leverage for your own posts
- Ideas for creating captivating videos for your small business (with lots of examples)
- Top strategies for landing on the For You page
- How to use hashtags to boost your discoverability

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.

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(Powered by: Digital Main Street)