

ST. CLAIR COLLEGE



GENESIS

EXPERIENTIAL LEARNING AND CAREER CENTRE

March 2024 WORKSHOPS

**Genesis Centre Experiential Learning and Career 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.

Education and Community Services Career Fair

March 1st, 2024 10:00 AM - 2:00 PM

10 AM – 2PM | Alumni Hall Lounge 2nd Floor Zekelman Centre of Business and Information Technology

March 1:Ford Innovation Showcase Promotion Table

March 1st and 8th, 2024 11:00 AM - 1:00 PM

Genesis Centre Rm A1229 St. Clair Main Campus

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

Education and Community Services Career Fair (Chatham)

March 4th, 2024 10 AM – 2 PM | HealthPlex Gym

1001 Grand Ave W, Chatham, ON N7M 5W4

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

Basics of Starting a Small Business

March 5th , 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)

Engineering Technologies and Skilled Trades Career Fair

March 6th, 2024 10:00 AM - 2:00 PM

10 AM – 2PM | Ford Centre for Excellence in Manufacturing Lobby
Geraedts Dr, Windsor, ON N9G 3C3 (Main Campus)

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

Gateway to Canadian Entrepreneurship: A Workshop for International Students & Newcomers

March 7th, 2024 10:30 AM - 11:30 AM [Register here!](#)

Please join us to learn about Canada & United States work and permanent residence options for entrepreneurs. This workshop will cover Canada and United States Treaty Investor Programs and how entrepreneurs can leverage that program to find a path for permanent residence. The workshop is targeted for people that want to start their own business as opposed to employment options or opportunities. You will discover how the business needs to be structured with eligibility in mind, investment requirements, and more... The workshop will be led by Emilia Coto and Christina Loebach of Sisu Legal. Both Emilia and Christina are licensed to practice federal immigration law in Canada and United States. Their practice focuses on cross-border opportunities in Canada and the United States. Both are alumni of Windsor Law.

(Powered by: EPICentre)

The Importance of Paid Advertising in a Digital Space

March 12th, 2024 10:00 AM - 11:30 AM [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.

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

Join us to learn why you should consider paid advertising for your business and how you can easily get started

(Powered by: Digital Main Street)

Spice Up Your Brand Story - BIPOC Women Entrepreneurs Edition

March 13th, 2023 7:00 PM - 9:00 PM [Register here!](#)

Are you ready to unlock the power of your story? Join us for an inspiring workshop hosted in collaboration with Jelly Social, designed specifically for entrepreneurs of color. This is your chance to dive deep into the art of storytelling, a tool that can elevate your brand, engage your audience, and inspire action.

What can you expect?

- Learn from expert storytellers how to craft and share your unique entrepreneurial journey.
- Interactive exercises to help you articulate your story with confidence.
- Networking opportunities with a vibrant community of like-minded entrepreneurs.
- Personalized feedback to refine your narrative and make an impact.

Why Attend? Your story is your strength. It's time to bring it to the forefront, connect with others on a deeper level, and open doors to new opportunities. Whether you're looking to inspire, engage, or simply connect, this workshop is the key to unlocking your potential.

No story is too small, and every journey is worth sharing.

Spaces are limited, so secure your spot today and start your journey to becoming a more confident and impactful storyteller. Let's transform your narrative into your most powerful asset.

(Powered by: Start Now Incubator)

Optimizing for Search Engines - Understanding SEO Basics

March 19th, 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)

Google Analytics 4 for Beginners

March 20th, 2024 7:00 PM - 8:30 PM [Register here!](#)

Are you ready to unlock the secrets of your website's performance and gain valuable insights into your online audience? Google Analytics is a powerful tool that can give you a deeper understanding of who is visiting your website, what they're doing there, and how to optimize your online presence for maximum impact.

Discover the fundamentals of Google Analytics in this beginner-level webinar. We'll cover Google Analytics 4 (the new version, which will become default in July 2023).

You'll learn:

- How Google Analytics works and how it can give your business a competitive edge
- How to connect your website to Google Analytics and set up Google Analytics properly
- How to identify the purpose and goals of your website, so you can use Google Analytics to make data-driven decisions to help grow your business
- How to find the most valuable reports for your business inside Google Analytics 4

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)

Basics of Writing a Business Plan

March 21st, 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)

Facebook and Instagram Advertising on a Small Budget

March 26th, 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

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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