

Winter Seminars



January 2012

DATE	SEMINAR	LOCATION	TIME	FEE
Mon. January 16	ABC's of Marketing	WRSBC: Kitchener City Hall	1:00pm – 3:00pm	\$28 + HST
Wed. January 18	Customer Service and Daily Operations Plan	WRSBC: Kitchener City Hall	1:00pm – 3:00pm	\$28 + HST
Wed. January 18	Small Business Community Networking Group	WRSBC: Kitchener City Hall	7:00pm – 9:00pm	\$20 + HST*
Thurs. January 19	Meet the Experts – Legal and Insurance for Small Business	Kitchener City Hall Conestoga Room	3:00pm – 5:00pm	\$10 + HST
Mon. January 23	Young Entrepreneurs Start-Up Financing	WRSBC: Kitchener City Hall	3:00pm – 5:00pm	\$22 + HST
Mon. January 23	How to Start a Social Enterprise, Not for Profit or Charity	WRSBC: Waterloo City Hall	6:30pm – 8:30pm	\$22 + HST
Wed. January 25	Income Tax for Small Business	WRSBC: Cambridge City Hall	6:00pm – 8:00pm	None
Thurs. January 26	Writing a Business Plan	WRSBC: Kitchener City Hall	6:00pm – 8:00pm	\$22 + HST

February 2012

DATE	SEMINAR	LOCATION	TIME	FEE
Thurs. February 2	Understanding and Creating Financial Statements	WRSBC: Kitchener City Hall	6:00pm – 8:00pm	\$22 + HST
Sat. February 4	Fundamentals of Marketing	WRSBC: Kitchener City Hall	1:30pm – 4:30pm	\$20 + HST
Wed. February 8	Everything You Need to Know About Websites	WRSBC: Kitchener City Hall	6:00pm – 8:00pm	\$22 + HST
Thurs. February 9	New Importer Seminar	WRSBC: Cambridge City Hall	9:00am– 2:00pm	None
Thurs. February 9	Export Requirements Seminar	WRSBC: Cambridge City Hall	1:00pm – 2:00pm	None
Mon. February 13	Young Entrepreneurs Start-up Financing	WRSBC: Kitchener City Hall	3:00pm – 5:00pm	None
Wed. February 15	Small Business Community Networking Group	WRSBC: Kitchener City Hall	7:00pm – 9:00pm	\$20 + HST*
Thurs. February 23	Income Tax for Small Business	WRSBC: Kitchener City Hall	9:30am–11:30am	None

March 2012

DATE	SEMINAR	LOCATION	TIME	FEE
Thurs. March 1	Global Skills Conference	Bingeman's	8:30am – 5:30pm	See Website
Tues. March 6	Bridges to a Better Business	Kitchener Holiday Inn	2:00pm – 7:00pm	\$60 + HST
Thurs. March 8	Finding and Researching Your Market	WRSBC: Kitchener City Hall	1:00pm – 3:00pm	\$28 + HST
Mon. March 12	ABC's of Marketing	WRSBC: Kitchener City Hall	1:00pm – 3:00pm	\$28 + HST
Mon. March 12	Young Entrepreneurs Start-up Financing	WRSBC: Kitchener City Hall	3:00pm – 5:00pm	None
Tues. March 20	Customer Service and Daily Operations Plan	WRSBC: Kitchener City Hall	1:00pm – 3:00pm	\$28 + HST
Wed. March 21	Small Business Community Networking Group	WRSBC: Kitchener City Hall	7:00pm – 9:00pm	\$20 + HST*
Wed. March 28	Payroll for Small Business	WRSBC: Cambridge City Hall	6:00pm – 8:00pm	\$22 + HST

ABC's of Marketing

How do you get your idea or product known in the marketplace? This seminar will look at the basic process of focusing on your target market and how to make marketing decisions to create an effective marketing plan. Presented by Guelph Wellington Business Enterprise Centre.

Bridges to Better Business – for more information on this event, please visit our website: www.waterlooregionsmallbusiness.ca

Customer Service and Daily Operations Plan

Image is your professional presence. It communicates your approach to everything that your business does from the quality of your products and services to the level of your customer service. This seminar will guide you in creating a marketable identity for your business. Presented by Guelph Wellington Business Enterprise Centre.

Everything You Need to Know About Websites

Learn about web hosting, web design, domain names, search engines, content management and more. This seminar will give you information on everything you need to know about getting your business online or improving your web presence. Presented by REM Web Solutions.

Finding and Researching Your Market

Market Research; radar for your business decisions. Business does not operate in a vacuum and market research will assist you setting objectives, tactics and strategies for protecting and growing your business. Presented by Guelph Wellington Business Enterprise Centre.

Fundamentals of Marketing

Join us for this Unique Marketing Session for **Spanish Speaking Entrepreneurs**. You will learn how to Market yourself and your business. This 2 hour session provides valuable information on how to increase your sales, improve your sales techniques, and develop a marketing plan and relationships that lead to loyal customers. Whether you are starting or growing your business you will gain new skills and ideas at this session. Facilitated by: Elizabeth Arcila Uha.

Global Skills Conference – for more information on this event, please visit our website: www.waterlooregionsmallbusiness.ca

How to Establish a Social Enterprise, Not for Profit business or Charity

Many entrepreneurs have considered non-profit organizations and social enterprises as incorporated structures to achieve community good. Is your business or enterprise actually a non-profit or charitable enterprise? This workshop will help entrepreneurs identify when to consider incorporating a non-profit organization and what legal and accounting steps and priorities they should be aware of. It will also identify collaboration opportunities that may already exist within the community and how collaboration can be an effective alternative to creating new non-profits and charities.

Importing and Exporting

Learn about the processes involved in importing or exporting goods including the requirements needed for each. Presented by Canada Border Services Agency.

Income Tax for the Business Owner

Learn your way around the Canadian Income Tax system including what advantages and deductions your small business is entitled to, plus how to claim those deductions. Presented by Canada Revenue Agency.

Meet the Experts – Legal and Insurance Issues for Small Business

1 hour – presented by Giffen LLP: In this seminar you will learn information to assist you with the legal aspects of your business. Business registration and relationships will be examined including: Sole Proprietorship; Partnership; Incorporation, Franchise agreements and Not for Profit Businesses. You will also learn important aspects of legal contacts and commercial leases.

1 hour – presented by Josslin Insurance: Entrepreneurs know all about taking risk and reaping rewards. Protecting yourself and your business is an important factor to the success of your business. Learn about business liability insurance; bonding and protecting yourself and your assets.

Payroll for Small Business

This two-hour seminar will review payroll requirements for deducting, remitting, and reporting amounts for the Canada Pension Plan, Employment Insurance, and income tax. The seminar will be presented by Canada Revenue Agency.

Small Business Community Networking Group

* Free for Business Club Members to attend. For more information about our Business Club, please visit our website: www.waterlooregionsmallbusiness.ca. For more information about the networking group, please visit: www.sbcncanada.org.

Understanding and Creating Financial Statements

In this seminar you will learn the importance of financial statements to your small business. Cash flow is the most important thing for any business and this seminar will focus on creating, projecting and evaluating the cash flow statement.

Writing a Business Plan

One of the most important tools any business has is its business plan. A well-crafted business plan will inspire crucial research, clarify the business model, determine sales goals and expense caps, and ultimately answer the question about whether the business idea is viable. Learn more about writing your business plan in this informative two hour seminar, which overviews the starting point for gathering and writing each of the ten major components of the plan. Not to be missed by anyone looking to start or grow a business.

Young Entrepreneurs Start-up Financing

The Canadian Youth Business Foundation (CYBF) and Waterloo Region Small Business Centre present to new entrepreneurs between the ages of 18-34 years start-up financing opportunities and business plan tips to start your business right. CYBF can assist with financing your dream to be your own boss. Come to this interactive workshop to hear about the CYBF model and how we can help the youth in your community. Learn about start-up financing, mentoring, educational resources and important business planning tips to start your business right.

Registration

Online: www.waterlooregionsmallbusiness.ca

Phone: 519-741-2604