

# May Seminars

- Kitchener
- Waterloo
- Cambridge
- Starter Company Program
- Small Business Community Network (SBCN)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	2 <b>Starter Company Plus- Information Session</b> Kitchener 15:30-16:30	3 ATP- HR Consulting 9:30-11:30  <b>Startup Business Basics:</b> Kitchener 14:00-15:30  <b>What to consider before purchasing a Franchise:</b> Kitchener 15:30-16:30	4 <b>Startup Business Basics</b> Waterloo 10.00-11.30	5
8 <b>Business Plan Coaching-</b> Kitchener 18:00-20:00	9 <b>Starter Company Plus- Information Session</b> Kitchener 18:30-19:30	10 <b>Startup Business Basics:</b> Cambridge 10:00-11:00  <b>Startup Business Basics:</b> Kitchener 10:30-12:00  <b>Starter Company Plus- Information Session</b> Cambridge 14:00-15:00	11 <b>Business Plan Coaching-</b> Waterloo 10.00-12.00	12
15 <b>E-mail Marketing 101</b> Seminar/Q&A with Constant Contact 13:00-15:00	16 ATP-Legal 15:00-17:00  <b>Music Talks Business</b> Victoria Park Pavilion 18:30-21:30	17 <b>Startup Business Basics:</b> Kitchener 16:30-18:00  ATP- Etsy Online Sales/Marketing 15:00-17:00  <b>SBCN</b> 19:00-21:00	18 <b>Startup Business Basics</b> Waterloo 10.00-11.30	19 ATP - Accounting 9:30-11:30
22	23	24 <b>Startup Business Basics :</b> Kitchener 10:30-12:00	25 ATP- Operations / Time Management Consultant 15:00-17:00	26
29 <b>Legal Fundamentals – Invoicing and Collection Issues:</b> Cambridge 9:00-10:30	30 <b>3 D's of Tax Planning:</b> Cambridge 9:00-10:30  <b>Big Digital Growth for Small Business Success</b> Panel, Q&A, Networking and more! 17:45-20:00	31 <b>Startup Business Basics:</b> Kitchener 14:00-15:30		

Register online [waterlooregionsmallbusiness.ca/events](http://waterlooregionsmallbusiness.ca/events) or by phone 519-741-2604

### **Startup Business Basics**

**Facilitated by: WRSBC Staff**

Starting a new business venture? Learn the necessary steps to start your business! Including:

- how to assess your entrepreneurial readiness
- the various forms of business ownership
- government regulations
- the importance of a business plan
- forecasting cash flow
- identifying your target market
- when and why to register for HST

### **Starter Company Plus Info Session**

**Facilitated by: WRSBC Staff**

Join us for an information session for Starter Company. Businesses 0-3 years old, who are not enrolled in school or employed full time are eligible to apply to start, expand, or purchase a business. The Starter Company Plus program provides:

- Training and business skills
- Mentorship, guidance, and coaching
- Business plan development

### **Access to Professionals**

**Facilitated by: WRSBC Staff**

Through this unique program, entrepreneurs receive business solutions and advisory services relating to their business during a 40 minute one-on-one consultation. One-on-one consultations are by referral only and include:

- Legal - Giffen LLP Lawyers
- Accounting - Jacqueline Morris CGA accountant
- Etsy Online Sales/Marketing - Jessica Murphy, Rawkette
- Operations/Growth Consultant - Ada Y. Barlatt, OperationsAlly
- Social Media Marketing- Mallory Manchur, Mal&Co

Please contact our office to book an appointment; fee is refundable upon arrival for legal and accounting consultations only. To cancel, please contact us before noon on the Friday before the scheduled appointment. Cash payment is \$20+HST; online payment is \$22+HST.

### **Legal Fundamentals – Invoicing and Collection Issues:**

**Facilitated by: WRSBC Staff**

This seminar will provide small business owners with information about minimizing the risk of non-payment including best practices in creating invoices and payment terms in contracts, steps for collecting unpaid accounts and legal options when faced with persistent non-payment.

### **Small Business Community Network Group (SBCN)**

**Facilitated by: WRSBC Staff**

We are your catalysts for continual growth and your connection to the business community across Canada. Enjoy business-to-business networking, mentoring, monthly seminars, special events and conferences, small business articles, videos, broadcasts, relationship building, networking with a purpose and more

### **3 D's of Tax Planning**

**Facilitated by: WRSBC staff**

This one hour session covers: Should I incorporate? Is it too late? What is deductible? What types of tax will I pay? How much? When will I need to pay tax?

### **E-Mail Marketing 101**

**Presented by: Vito Marchese, Constant Contact**

Learn how to reach your customers through e-mail marketing. Get answers to questions like; How do I write a catchy subject line? How do I increase engagement with my e-mails? How do I cross promote my e-mail marketing with my social media? This fundamental workshop is ideal for beginners and those who are new to the Constant Contact service.

### **What to consider before purchasing a Franchise**

**Facilitated by Robert Balthes, consultant FranNet**

Thinking about buying a franchise? Robert is a past Tim Hortons franchisee with 20 years experience. Retired from Tim Hortons, he now works as a consultant. In this session Robert looks at some of the major points to consider when considering buying a franchise, helping prospective business owners find the right business that match's their goals, skills and needs.

### **Big Digital Growth for Small Business Success**

**Featuring: Shopify and a panel of experts**

Whether your online business presence is at its conception, growth stage, or selling stage, this is the seminar for you. In addition to a panel discussion, you will have access to experts in Shopify, Social Media, Website Development, E-Marketing, E-Commerce and more. Have your questions answered and push your online sales to the next level.