

Thursday, January 6, 2022

Facebook and Instagram Advertising on a Small Budget

Date and Time: Thursday, January 6 07:00 p.m. - 8:30 p.m.



Whether you have \$0, \$50, or \$100 a month to spend on Facebook and Instagram, 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:

- 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
- What your options are for advertising on Facebook and Instagram
- 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 is an intermediate-level webinar for small business owners who already have a presence on Facebook or Instagram, or those who may have already dabbled in social media advertising.

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.

Sign Language interpreters are provided for this workshop

Webinars will be recorded and available to all registrants.

Everyone who registers for this workshop 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.

Tuesday, January 11, 2022

Basics of Starting a Small Business

Date and Time: Tuesday, January 11 10:00 a.m. - 11:00 a.m.

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

Growing Creative Careers: Windsor & Region - Cohort 2 Information Session

Date and Time: Tuesday, January 11 11:00 a.m. - 11:30 a.m.



This is an info session for [WorkInCulture's Growing Creative Careers: Windsor & Region](#). Arts and culture organization staff (all roles), existing and aspiring board members, and those interested in forming board-governed arts and culture organizations are invited to attend this info session on Cohort 2: Building Better Boards.

Application deadline is Thursday, Jan. 20, 2022.

Learn more and ask your questions about the program before you apply.

What will be covered in the info session?

- How to apply
- Qualifications
- Training topics (outline of program)
- Time commitments
- Benefits for participating
- Next steps
- Q&A

Nadja Pelkey, curriculum consultant and facilitator, will be in attendance to answer any questions you may have about the program and Cohort 2.

About the program

[Growing Creative Careers: Windsor & Region](#) is an intensive professional development experience for artists, creatives and cultural workers living in Windsor-Essex area. This program is led by [WorkInCulture](#) in partnership with the [Small Business & Entrepreneurship Centre](#) and [Arts Council Windsor & Region](#), and funded by the Ontario Trillium Foundation.

LinkedIn for Success

Date and Time: Tuesday, January 11 04:00 p.m. - 5:00 p.m.

Learn the fundamentals of LinkedIn, the social network for professionals! In this workshop, you will dive into the tools and services that LinkedIn offers to build your online profile. Valuable for employers and employees, this workshop will also give tips on searching for job openings or for talented future employees.

Wednesday, January 12, 2022

Social Media Content: Strategy and Planning

Date and Time: Wednesday, January 12 09:00 a.m. - 10:30 a.m.



Social media is a never satiated content beast - it's always hungry for more! It can be tough to keep up with social media content creation, but if you create and repurpose your content smartly, you can stay ahead of the curve. Discover how in this workshop, where you'll learn the tricks of how to efficiently plan a month's worth of social media content in one sitting.

You'll learn:

- How to create a content plan that reaches your social media goals
- How to establish the best voice for each of your business's social media channels
- Tactics and ideas for repurposing content, so creating content doesn't become your full-time job
- How to share content across different social media channels without just copying and pasting
- How to build (and populate) an editorial calendar
- How to create and reuse "evergreen" content

This is an intermediate-level webinar, perfect for those who have already created social media accounts. Beginners should consider taking the Social Media for Small Business webinar before this one.

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Friday, January 14, 2022

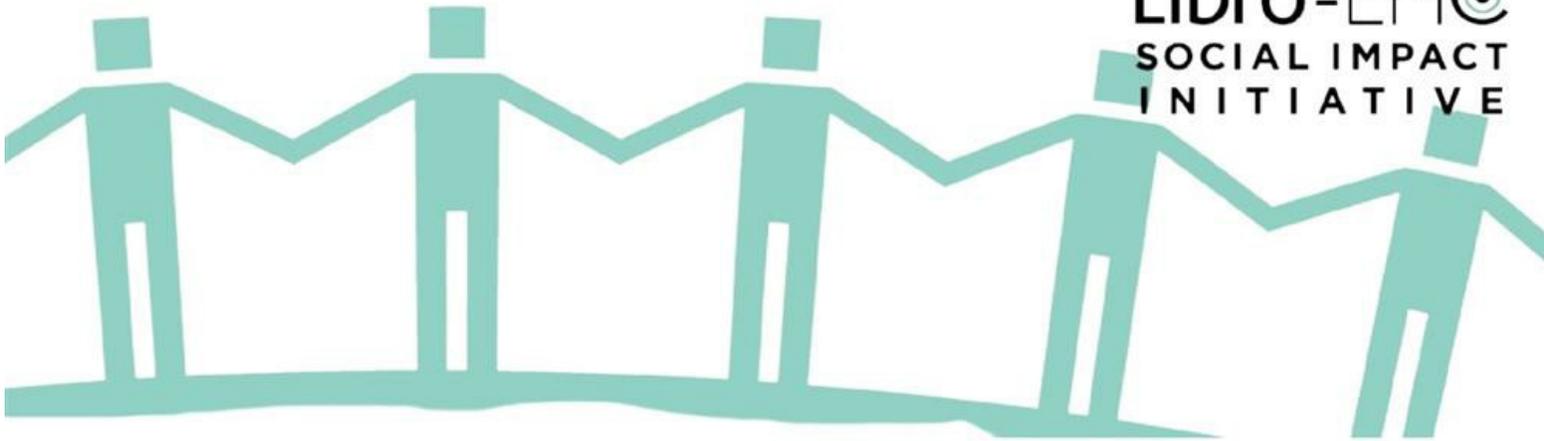
Libro-EPIC Social Enterprise Program Info Session

Date and Time: Friday, January 14 01:00 p.m. - 2:00 p.m.

Libro-EPIC Social Enterprise Program Info Session



Libro-EPIC
SOCIAL IMPACT
INITIATIVE



In partnership with Libro Credit Union, our [Libro-EPIC Social Enterprise Program](#) aims to support changemakers looking to launch and grow a social enterprise. Throughout the 16-week program, participants will learn key skills on topics such as human-centered design thinking, storytelling and social media marketing & branding, social impact, business model generation, business model fundamentals and more. Participants will also have access to up to \$2,000 in funding on eligible business expenses and have the opportunity to pitch their business for a chance to win a \$5,000 cash prize.

This webinar is intended to give you:

- Detailed overview of the Libro-EPIC Social Enterprise Program;
- Review of eligibility and requirements;
- Detailed information about the application process; and
- Opportunity for Q&A.

Join this webinar if you are interested in applying or learning more about the Libro-EPIC Social Enterprise Program.

More details about this program [can be found here](#).

[Register](#)

Monday, January 17, 2022

Canva Basics

Date and Time: Monday, January 17 10:00 a.m. - 11:00 a.m.

Do you want to learn tips and tricks to help expand your marketing skills? Learn how to create logos, build social media graphics, banners, etc! Join us to learn all about the basics of Canva, a free online marketing tool that will help you grow your business!

Mental Health in the Workplace

Date and Time: Monday, January 17 11:00 a.m. - 12:00 p.m.

Join CMHA Workplace Outreach Worker Carrie Davis for a discussion on how seasonality can affect employees' mental health and how employers can help with this.

Members: FREE

Future members: \$5

[Register](#)

Tuesday, January 18, 2022

Grow Your Brand on Instagram

Date and Time: Tuesday, January 18 02:30 p.m. - 4:00 p.m.



This workshop is for those that have already dipped your toes into the world of Instagram, and are looking to grow your business's reach on the platform. We'll explore different ways businesses are strategically building your following on Instagram. We'll discuss strategies for account aesthetics, promotions, shopping and ecommerce, 'swipe up' links, stories, highlights and more.

You'll learn:

- The key parts of Instagram (Grid, Stories, Highlights, Reels) and how to use each
- How to create (and maintain) your brand's aesthetic
- Tips for writing captions that deliver results
- How often you should post to maximize engagement with your followers
- How to properly use hashtags and location tags to increase the visibility of your posts
- How to use Instagram's reporting and analytics to learn what content is performing best

This is an intermediate-level webinar, perfect for those who have already created an Instagram account and explored the basics. Beginners should consider taking the Social Media for Small Business webinar before this one.

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Wednesday, January 19, 2022

Wake Up & Network

Date and Time: Wednesday, January 19 08:00 a.m. - 9:30 a.m.

Start your day by making new contacts and sharing your story!

During this virtual networking session, registrants will have 90-seconds to introduce themselves to the group. Following the introductions, guests will join breakout sessions for individual intros and networking.

This event is sponsored by [Johnson Inc. Insurance](#).

Members: \$5 +HST

Members with extra time: \$15 +HST

Future Members: \$15 +HST

[Register](#)

Thursday, January 20, 2022

Foodpreneur Advantage - Starting A Food Business

Date and Time: Thursday, January 20 10:00 a.m. - 11:00 a.m.

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!

[Register](#)

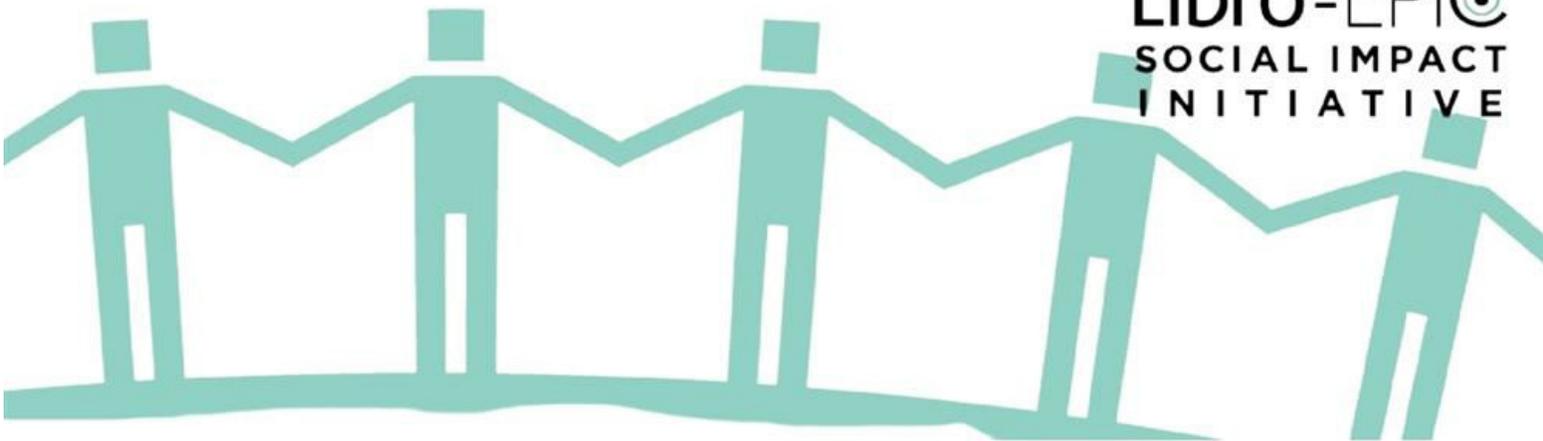
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- Opportunity for Q&A.

Join this webinar if you are interested in applying or learning more about the Libro-EPIC Social Enterprise Program.

More details about this program [can be found here](#).

[Register](#)

SEO Fundamentals

Date and Time: Thursday, January 20 07:00 p.m. - 8:30 p.m.



You have a website, but how do customers find it? You need to drive traffic to your website by making sure your business shows up on Google when customers search. This beginner-level workshop will teach you how to connect your business to customer searches on Google and how to optimize your website and digital presence for Google, without costing you money.

You'll learn:

- What Search Engine Optimization (SEO) is and how Google and other search engines work
- How to successfully conduct keyword research so you can choose which keywords will attract the right website visitors
- How to write website content with Google in mind, and how to leverage different types of content to generate the best search engine results
- How listing and ranking websites can increase your SEO power
- How to use social media and links from other websites to improve your Google ranking
- How to measure your SEO efforts to see what's working and what's not

This is a beginner-level webinar, perfect for small business owners who have no previous SEO knowledge.

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Friday, January 21, 2022

Design Thinking

Date and Time: Friday, January 21 12:00 p.m. - 1:00 p.m.

Build your creative confidence and learn how to innovate using a proven Design Thinking process

Change your mindset - about challenges and problem solving - and about creating something new. Build your creative confidence and learn how to innovate using a proven Design Thinking process using the globally recognized IDEO, Stanford school Design Thinking method.

Monday, January 24, 2022

Building Your Business with Social Media

Date and Time: Monday, January 24 11:00 a.m. - 12:00 p.m.



Interacting with consumers on social media is an important marketing strategy for small businesses. Using social media helps you build brand awareness, increase your customer base, and connect with current customers. Learn how during this informative workshop!

Access to Capital

Date and Time: Monday, January 24 02:00 p.m. - 3:00 p.m.

Access to Capital
Jan. 24 • 2-3p.m.

Essential to most young companies is the ability to obtain funding to grow. Please join us for a workshop that will explore key options for funding your start-up.

Essential to most young companies is the ability to obtain funding to grow. Please join us for a workshop that will explore key options for funding your startup.

Participants will get an opportunity to discuss the benefits of raising capital from angel investors and will learn about the deal terms and venture valuation. Recognizing that working with private investors is not for everyone, the session will also explore the funding option of applying for loans from financial institutions and government programs.

Participant will engage with WECAN Investors, as well as with representatives from Community Futures Essex County, Libro Credit Union and the Small Business & Entrepreneurship Centre.

This interactive session is presented by [WECAN Investors](#) (Windsor Essex Capital Angel Network), [Community Futures Essex County](#), [Libro Credit Union](#) and [Small Business & Entrepreneurship Centre](#), with funding provided by the Government of Canada under the [Women Entrepreneurship Strategy](#) in Windsor-Essex.

Presenters

Deborah Livneh - Executive Director, WECAN Investors (Windsor Essex Capital Angel Network)

Deborah Livneh Eng. MBA connects investors to promising innovative early-stage companies and helps entrepreneurs access capital. Deborah is a mentor of startups. She serves as Mentor-in-Residence at VentureWell Aspire Medtech program USA, as well Entrepreneur-in-Residence at WEtech Alliance. She is also a co-founder of the Detroit-Windsor MedHealth Innovation Cluster. Deborah co-founded a medical technology company. She sold it to a publicly traded US medtech company and had led the Canadian plant of the multinational Olympus Medical Corp.

Diane Malenfant - General Manager, Community Futures Essex County

Diane Malenfant has a passion for working with entrepreneurs in all stages of business development to help them meet and exceed their goals. In her role at CFDC she works one-on-one with clients to help them gain access to the capital needed to grow and expand their business. As a lifelong resident of Essex County, she understands the challenges rural businesses face and is committed to providing compassionate client-oriented service in a collaborative way.

Lori Atkinson - Regional Manager, Coach, Libro Credit Union

Lori Atkinson is a strategic and collaborative leader with over 25 years of multidisciplinary management experience. She has a proven track record of exceeding stakeholder expectations, improving performance, increasing revenues, reducing operating expenses and creating an engaged team environment to consistently improve results, profitability and customer and employee satisfaction.

Lee McGrath - Program Director, Women Entrepreneurship Strategy, Small Business & Entrepreneurship Centre

A native to Windsor-Essex, Lee McGrath has worked in economic development for the past six years at Invest WindsorEssex and its Small Business & Entrepreneurship Centre, where she's had the privilege of assisting businesses and industry to grow their footprint in the region. Lee also has business development experience in the pharmaceutical and cosmetic industries.

Presenting organizations

Windsor Essex Capital Angel Network is a members-only organization of angel investors seeking investment opportunities in innovative, early-stage businesses. WECAN facilitates the introduction of entrepreneurs to potential investors in Windsor-Essex and Chatham-Kent, through business presentations, investment meetings, networking opportunities and more. WECAN has recently partnered with three angel groups in SW Ontario to form a large robust angel network: Equation Angels. Angel investors fund, connect, and mentor early-stage companies.

Community Futures Essex County has been providing flexible business financing to businesses in Essex County for over 25 years. Lending decisions are made by their board of directors who all live or work in Essex County, so they understand the local economy and the nuances of our communities. They are The Unconventional Lender.

Libro Credit Union is a full-service financial institution serving more than 106,000 member-owners through a network of digital service and 36 physical locations. As a certified B Corporation®, Libro invests 100 per cent of profits into the people, businesses and communities across southwestern Ontario. Libro exists to grow prosperity in southwestern Ontario.

Small Business & Entrepreneurship Centre has provided thousands of entrepreneurs with the training and support necessary to start and grow successful businesses in Windsor and Essex County for nearly 30 years. They offer guidance and complimentary professional advice from ideation and concept, through start-up and operation, to the early growth and expansion stages of business.

Tuesday, January 25, 2022

Google Analytics for Small Business

Date and Time: Tuesday, January 25 09:00 a.m. - 10:30 a.m.



Ever wondered who's visiting your website, and what they're doing there? Google Analytics can tell you all of that and more. Discover the fundamentals of Google Analytics in this beginner-level webinar.

You'll learn:

- How to connect your website to Google Analytics
- How to set up Google Analytics properly to filter out irrelevant traffic
- How to create custom views and set goals within Google Analytics
- How to generate five key reports to let you know how your website is performing
- How to configure Google Analytics to automatically send you reports

This is a beginner-level webinar, perfect for small business owners who have no previous Google Analytics knowledge.

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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Perfecting Your Elevator Pitch

Date and Time: Tuesday, January 25 01:00 p.m. - 2:00 p.m.

Do you want to learn how to effectively and successfully deliver your elevator pitch?

An elevator pitch is a brief introduction of yourself and what you do in the time it takes to ride an elevator. With this workshop you will be taught how to introduce yourself, business idea or your product with while leaving a lasting impact on those you meet.

If you want to become confident in how you deliver yourself, then this workshop is for you.

Wednesday, January 26, 2022

Trade Accelerator Program Info Session

Date and Time: Wednesday, January 26 09:30 a.m. - 10:15 a.m.

The World Trade Centre Toronto, in partnership with the Windsor-Essex Chamber of Commerce, are pleased to host a Trade Accelerator Program (TAP) beginning on Feb. 28, 2022.

This innovative and award-winning program is specifically designed to help small- to medium-sized enterprises by expanding their business internationally.

Alana Howard, Founder & CEO of Cosmopolitan Academy: "The most exciting thing about TAP was definitely the push to think bigger and to act quicker. I really feel that TAP has benefited the whole company. We've actually already created another job and our revenue has already increased by opening to the US market. I was thinking way too small prior to TAP so, I believe there are no limits at this point after taking the program!"

Attend a 45-minute TAP Information Session on Jan. 26 at 9:30 a.m to learn more about the program and its benefits.

[Register](#)

Social Media for Small Business

Date and Time: Wednesday, January 26 07:00 p.m. - 8:30 p.m.



Social media can be a very powerful tool for business growth, but first you need to know what it is and how it works. In this fun and interactive workshop, we'll look at the basics of today's popular social media channels — including Facebook, YouTube, Twitter, Instagram, LinkedIn and Pinterest — and decide which are right for you. You'll develop a social media plan that will drive business results without a big investment of time and energy.

You'll learn:

- How other small businesses have built their brands on each social media channel, picking up tips and inspiration for your own social media activities
- What likes, hashtags, shares and retweets are, and how and when to use them
- How to determine the right content and tone for your business's social media posts, and the right time and frequency to post them
- How to develop an editorial calendar, with tips for scheduling and automation
- How to analyze social media metrics and determine which ones to focus on for your business goals

This is a beginner-level webinar perfect for small business owners looking to learn the basics of social media.

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Thursday, January 27, 2022

Foodpreneur Advantage - Market Testing your Food Product

Date and Time: Thursday, January 27 10:00 a.m. - 11:00 a.m.

In this free 60-minute online seminar learn about:

- The Value of Market Testing
- How to Perform Market Testing
- When & How to Incorporate Customer Feedback
- Continuous Improvement Cycles

You have a food product that is so delicious. Your friends and family can't stop raving about it. But what about paying customers? Will they like your product as much as you do? How do you know if you should make changes to your product? In this session, we will be joined by Nicole Haney, former Founder & CEO of Boho Bars. Nicole will guide us through the process of Market Testing your product to ensure you are meeting your customers' needs while staying true to your company's vision.

You will leave with a better understanding of market testing in the food and beverage industry!

[Register](#)

Basics of Writing a Business Plan

Date and Time: Thursday, January 27 02:00 p.m. - 3:00 p.m.

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 in to 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

Friday, January 28, 2022

Entrepreneurship SpeakHER Series: Resiliency in Entrepreneurship

Date and Time: Friday, January 28 06:00 p.m. - 7:00 p.m.



Entrepreneurship
Creating cross-
border connections { SpeakHER
series

Karolyn Hart
President & Founder
of InspireHUB Inc.

inspirehub™

INDUSTRY SECTOR: ICT

“Never, never, never give up”
-Winston Churchill



The EPICentre is kicking off the Entrepreneurship SpeakHER Series virtually on Friday, Jan. 28 at 6 p.m.

They will be joined by their first speaker Karolyn Hart, president and founder of InspireHUB Inc. In this session, they will chat about Karolyn's journey as an entrepreneur in the industry sector of Information, Communications, and Technology. They hope to see you there to listen in, engage with this amazing speaker, and create sparks of inspiration within the realm of entrepreneurship regardless of your field of study.

The session is free to attend. For more information, visit the [series event page](#)

[Register](#)

<https://calendar.weBusinesscentre.com>