

## Tuesday, June 1, 2021

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### Web Presence 101: Ensuring Your Foundation is Set

Date and Time: Tuesday, June 1 10:00 a.m. - 11:30 a.m.

Your customers are on the web. Having a strategy for your online presence allows you to market your small business online so customers can easily find you. In this workshop hosted by the Toronto Digital Service Squad we'll discuss the importance of getting your business online and where to start with developing your online presence.

What you will learn:

- What is web presence and what platforms you can use to set up your website
- How to create a professionally-designed, responsive website for your business
- How to optimize website content to improve your search engine ranking (SEO)
- Setting up your Google My Business listing and other online directories
- Getting started with social media
- How email marketing can grow your business and encourage repeat customers
- Developing a cohesive brand voice online
- Engaging with customers virtually and building relationships on the web

Join us to learn how to build the foundation for your business' web presence.

[Register](#)

## Thursday, June 3, 2021

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### Wage Subsidies for Small Businesses

Date and Time: Thursday, June 3 09:30 a.m. - 10:30 a.m.



**SMALL BUSINESS & ENTREPRENEURSHIP CENTRE**  
A DIVISION OF INVEST WINDSOR-ESSEX

**Wage Subsidies for Small Businesses**  
JUNE 3 - 9:30-10:30 AM

Learn about the Canada Emergency Wage Subsidy (CEWS) and how it can help your small business.

Join a representative from Canada Revenue Agency to learn more about the Canada Emergency Wage Subsidy (CEWS) and how it applies to your small business.

CEWS has been working to protect jobs and help businesses, charities and non-profits rehire workers. To date, more than 3.7 million Canadian workers have been supported by this program. The CEWS program is currently extended until September 25, 2021.

Throughout the pandemic, income supports like the wage subsidy have helped families and workers across Canada know where the

next paycheque is coming from and keep our communities strong.

In this detailed webinar presented by the Canada Revenue Agency you will learn how the subsidy works, eligibility requirements and the calculations.

[Register](#)

## Foodpreneur Advantage - Costing & Pricing to Make Profit

Date and Time: Thursday, June 3 10:00 a.m. - 11:00 a.m.



June 3, 2021

## Costing & Pricing to Make Profits

**In this free 60-minute online seminar learn about:**

- Understanding your COGS
- Cash flow management
- Planning for profits

If you want to run a successful business it's important for you to know the 'numbers'. Learn how to cost and price your products and services for profitability and how the decisions you make about your operations and production processes affect your bottom line. Understand how to budget and spend money so you can pay all your bills and still have money left in your pocket at the end of the year.

Each participant will receive an Excel Financial Forecasting spreadsheet (blank) and completed examples for both a product and service business to assist you through the process. Use the spreadsheet to develop your individual timeline, operating and capital costs, and pricing calculator to create a cashflow projection and income statement for your business.

You will leave with a better understanding of how cost and price your product to make a profit in the food and beverage industry!

[Register](#)

## Boost your Online Business - shopHERE powered by Google

Date and Time: Thursday, June 3 11:30 a.m. - 12:30 p.m.

**How an Online Store Can Boost Your Business: Free Program**

**Funded by the Province of Ontario and FedDev Ontario**

The goal of ShopHERE Powered By Google is to build and optimize online stores for small independent businesses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into the online market.

When I sign up with ShopHERE, what do I get?

- An e-commerce store customized with your information, theme, logo and branding
- Hands-on assistance setting up and launching your online store
- Additional training to support your online store including topics like digital marketing, shipping and inventory management
- Access to free tools to help support the successful launch of your online store

In this webinar you will get the answers to the top questions we've received about the ShopHERE program, including:

- Who is Digital Main Street?
- What is ShopHERE?
- What does it mean to sell online, and why should my business?
- Do I qualify for this program?
- What are the costs involved?
- Do you have any examples of completed websites?

If you want to [learn more about ShopHERE](#).

ShopHERE powered by Google is a program brought to you by the government of Ontario with the Federal government, plus corporate partners: Mastercard, Square, Yellow Pages, Intuit Quickbooks, Shopify, Lightspeed, Microsoft and Facebook.

[Register](#)

## Monday, June 7, 2021

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### Writing a Persuasive 'About Us'

Date and Time: Monday, June 7 12:00 p.m. - 1:00 p.m.



The key to a successful About Us Page, is that it should not actually be about you, but about your clients. In other words, the page should focus on who you are in relation to your clients. What problem are you solving for them and why should they trust you to solve it?

This one-hour session will cover the elements of an effective About Us page as well as provide tips for crafting your own.

Key takeaways include:

- Elements of a persuasive About Us page
- Review examples of great About Us pages
- About Us page writing checklist

[Register](#)

## Wednesday, June 9, 2021

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## Safe Return to Business

Date and Time: Wednesday, June 9 10:00 a.m. - 11:30 a.m.

# Safe Return to Business

JUNE 9 - 10-11:30 AM

Understanding your health and safety and return to work obligations with the Workplace Safety & Insurance Board.



The Workplace Safety & Insurance Board (WSIB) knows that small business owners want to do everything possible to protect the people who work for them from getting injured or ill at work.

This webinar will help you understand your legal obligations in order to prevent accidents and injuries.

Topics include:

- Internal Responsibility System
- Workplace violence and harassment
- Health and Safety Awareness Training
- Posting requirements
- First Aid
- Injury reporting and return to work responsibilities
- WSIB updates on COVID-19

[Register](#)

## Creating a Culture of Innovation

Date and Time: Wednesday, June 9 10:00 a.m. - 12:00 p.m.



SMALL  
BUSINESS  
CENTRES  
ONTARIO

## Creating A Culture of Innovation

Workshop by Dennis Geelen



This two-hour interactive workshop will examine why a culture of innovation is so important in order to set your business up for long-term success. New innovative ideas do not happen by accident. You must invest in implementing specific principles and practices within your teams in order to foster a culture of innovation. Because if you aren't constantly finding new and better ways to serve your customers, somebody else will!

Key takeaways and why people should attend:

- Understand why many businesses are not innovative
- Learn the key principles of innovation
- Discover innovation best practices and tools that you can implement in your business
- Create a culture where employees are passionate about coming to work each day

[Register](#)

## OBIAA BIA Rural Investment and Expansion Project

Date and Time: Wednesday, June 9 12:00 p.m. - 1:00 p.m.

OBIAA, with the support of the Province of Ontario, has conducted an extensive study to understand the impact of the pandemic on the remote working sector, specifically the impact of the urban to rural business shift and the opportunity of being 'community ready' for rural BIAs.

This webinar will summarize the findings of two surveys that involved nearly 1000 respondents. The survey respondents included urban business owners, rural BIA representatives and economic development staff.

This Webinar will present a '3-Step Tool Box' approach to decision-making in order to assist rural communities to become 'community-ready' for any potential urban to rural business shift opportunities.

*The webinar will be streamed live via Hopin.com, a platform for online events to provide an engaging virtual experience.*

[Register](#)

## Thursday, June 10, 2021

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### Rent Subsidies for Small Businesses

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



**SMALL BUSINESS &  
ENTREPRENEURSHIP  
CENTRE**

A DIVISION OF INVEST WINDSORSEX

## Rent Subsidies for Small Businesses

JUNE 10 - 10-11 AM

Learn about the Canada Emergency Rent Subsidy (CERS) and how it can help your small business.



Join a representative from Canada Revenue Agency to learn more about the Canada Emergency Rent Subsidy (CERS) and how it applies to your small business.

CERS provides support payments directly to qualifying renters and property owners without requiring the participation of landlords. The

CERS program is currently extended until September 25, 2021.

In this detailed webinar presented by the Canada Revenue Agency you will learn how the subsidy works, eligibility requirements and the calculations.

[Register](#)

## Foodpreneur Advantage - Navigating the Regulatory Compliance

Date and Time: Thursday, June 10 10:00 a.m. - 12:00 p.m.



June 10, 2021

## Navigating the Regulatory Compliance

**In this free 2-hour online seminar learn about:**

- Fire code compliance
- Zoning requirements
- Municipal licensing and bylaws
- Building permits and applications
- Food safety requirements
- Health inspections for food sector
- Site inspections

This webinar will assist you in navigating the permits and legislation requirements for a food and beverage business. You will have an opportunity to meet and hear from representatives from local health units, municipalities and fire services.

You will leave with a better understanding of how to navigate the regulatory compliance in the food and beverage industry. Don't miss this opportunity to gain valuable insights that will help you avoid costly mistakes!

[Register](#)

## EPIC Nimble - Information Session

Date and Time: Thursday, June 10 01:00 p.m. - 2:00 p.m.

Many small businesses in Windsor – Essex have been significantly impacted by the pandemic and its effect on our community; with their traditional business models being challenged by the dynamic nature of our current economy and regulatory environment.

With continued support from FedDev Ontario, the EPIC Nimble Program is yet again supporting existing traditional small businesses currently facing challenges in their businesses due to the COVID-19 pandemic. This program will help participants looking to create new revenue streams, pivot to a new business model, or find new ways of reaching customers to achieve sustainability and stay competitive in the fast-changing marketplace.

The program is open to any existing for-profit small business in the Windsor-Essex region with at least 1 year of operation, from the date of business registration. Eligible applicants must propose an innovative idea, describing how the idea can help their businesses achieve sustainability or to gain competitive advantage in the marketplace. This program is valued at over \$5,000 and is 100% free of cost to all participants.

This webinar is intended to give you:

- Overview of EPIC Nimble Program
- Review of eligibility and requirements
- Detailed information about the application process
- Opportunity for Q&A

Intended audience:

- Anyone interested in applying to the EPIC Nimble Program
- [Eligibility and requirements for this program can be found here](#)

[Register](#)

## Tuesday, June 15, 2021

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### Social Media for Your Business

Date and Time: Tuesday, June 15 10:00 a.m. - 11:30 a.m.

Social media is an invaluable tool for today's business, whether you are just starting out or have been established for years. Not understanding how to use social media effectively can leave you overwhelmed and ultimately hurt your bottom line as your potential customers can easily find your competitors. This workshop hosted by the Toronto Digital Service Squad will leave you with a better understanding of how to leverage the power of social media to grow your online community, drive sales and reduce marketing costs.

What you will learn:

- How to choose the right social media platform(s) for your business
- How to set up and optimize social media profiles
- The basics of Instagram & Facebook shopping and how to utilize shoppable feeds
- Best practices for engagement on Facebook, LinkedIn, Twitter, Instagram, TikTok and Pinterest
- Growing your social media community using both organic and paid strategies
- Planning and curating your social media content
- Tools for managing platforms and scheduling posts to save you time and energy

Join us to learn the ropes of building an engaging and profitable social media presence for your business.

[Register](#)

## Wednesday, June 16, 2021

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### CUI x Windsor: talking about our hometown

Date and Time: Wednesday, June 16 03:30 p.m. - 5:00 p.m.



INSTITUTE FOR A CONVERSATION WITH  
WINDSOR'S EX-PATS ABOUT THE CITY  
THEY LOVE (BUT LEFT)

June 16 | 3:30-5:00 pm ET  
Online (Zoom)



**CUI x Windsor**



WINDSOR LAW  
Centre for Cities



University  
of Windsor



Canadian  
Urban  
Institute



Institut  
Urbain du  
Canada

Join the Windsor Law Centre for Cities and the Canadian Urban Institute to talk about our hometown and the Windsor diaspora discusses the city they love (but left).

Panelists include:

Tiffany Gooch, Peel District School Board

Shawn Micallef, Teacher and Author from University of Toronto

Julian Villafuerte Diaz, Master's Planning Student at McGill University

Sean Hertel, Urban Planner and Lecturer

Jodi Butts, Lawyer, Board Member and host @Risk

CUI x Windsor is a virtual listening tour to learn about local issues facing Windsor and connect the dots across urban Canada. From June 15-17, CUI will be listening to and learning from local stakeholders on their most pressing challenges, and surfacing examples of innovative and locally-driven solutions.

[Register](#)

## Thursday, June 17, 2021

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### Foodpreneur Advantage - Marketing and Branding Your Food Product

Date and Time: Thursday, June 17 10:00 a.m. - 11:00 a.m.



**foodpreneur**  
ADVANTAGE



June 17, 2021

## Marketing & Branding Your Food Product

In this free 60-minute online seminar learn about:

- Why you are your brand as a new food or beverage business
- What to consider when creating a visual identity for your company
- What does marketing in 2021 look like?

Amanda DeVries of [Eye Candy Design](#) specializes in branding food and beverage companies. In this webinar, Amanda will share her expert insight, from how to create your brand, how to retain and grow your brand to what sort of colours and typography styles are

right for your product. You will learn the difference between designing for store shelves vs. food markets vs. digital spaces. She will also cover tips for working with a graphic designer and determining exactly who your product is for. As Amanda advises, "if your product is for everyone, then you are selling to no one". Know your target market.

You will leave with a better understanding of how to brand and market your product in the food and beverage industry!

[Register](#)

## Basics of Starting a Small Business

Date and Time: Thursday, June 17 02:00 p.m. - 3:00 p.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:

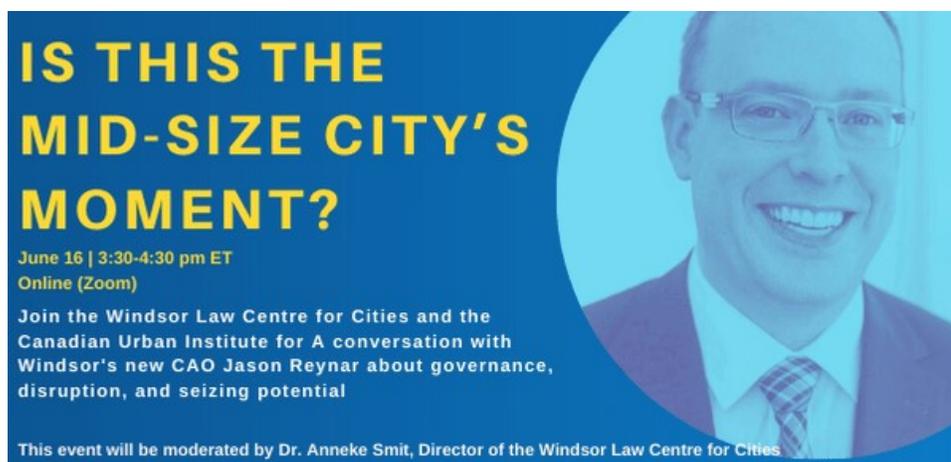
- How to register your business
- Business structure
- Government support programs
- Other services and programs available to you

A link to the webinar will be sent following registration.

[Register](#)

## CUI x Windsor: is this the mid-size city moment?

Date and Time: Thursday, June 17 04:30 p.m. - 5:30 p.m.



**IS THIS THE MID-SIZE CITY'S MOMENT?**

June 16 | 3:30-4:30 pm ET  
Online (Zoom)

Join the Windsor Law Centre for Cities and the Canadian Urban Institute for A conversation with Windsor's new CAO Jason Reynar about governance, disruption, and seizing potential

This event will be moderated by Dr. Anneke Smit, Director of the Windsor Law Centre for Cities

**CUI x Windsor**    

Join CUI and Windsor Law Centre for Cities in a conversation with Windsor's new Chief Administrative Officer, Jason Reynar, about governance, disruption, and seizing potential. This event will be moderated by Dr. Anneke Smit, Director of the Windsor Law Centre for Cities.

CUI x Windsor is a virtual listening tour to learn about local issues facing Windsor and connect the dots across urban Canada. From June 15-17, CUI will be listening to and learning from local stakeholders on their most pressing challenges, and surfacing examples of innovative and locally-driven solutions.

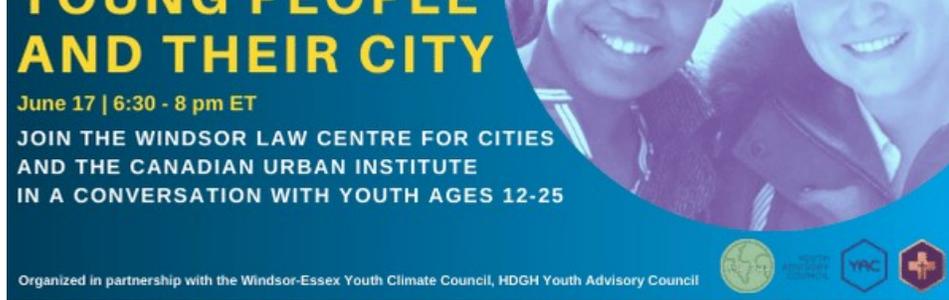
[Register](#)

## CUI x Windsor - Our future Windsor: Young people and their city

Date and Time: Thursday, June 17 06:30 p.m. - 8:00 p.m.



**OUR FUTURE WINDSOR: YOUNG PEOPLE**



Are you a young person (12-25) living, studying or from Windsor? We invite you to participate in a 90 minute virtual workshop to explore how Windsor can be a better city for young people. The City of Windsor has launched a new economic development strategy, Windsor Works, to help lead the city forward and out of COVID-19. A key tenet of this document is the need for Windsor to do better to attract and keep its talent, particularly its younger professionals.

CUI x Windsor is a virtual listening tour to learn about local issues facing Windsor and connect the dots across urban Canada. From June 15-17, CUI will be listening to and learning from local stakeholders on their most pressing challenges, and surfacing examples of innovative and locally-driven solutions.

[Register](#)

## Monday, June 21, 2021

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### 30 Days of Social Media Content

Date and Time: Monday, June 21 09:30 a.m. - 11:00 a.m.

Preparing your social media marketing campaigns is all about standing out from the crowd. One of the best strategies to stand out from your competition is through content marketing!

Content marketing can seem like it requires a lot of time & creativity, but there are some easy, actionable ways you can build out your social media content strategy that will ensure your customers are engaged and excited to be engaged with your brand.

If you're struggling to come up with new and fresh social media content ideas, this is the workshop for you. In this workshop, Orzala will share 30 content ideas that are quick, easy, and budget-friendly to fill up your content calendar this year.

Each participant will get a 30 days Social Media Content Ideas Calendar.

[Register](#)

## Thursday, June 24, 2021

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### Foodpreneur Advantage - Labelling & Packaging your Food Product

Date and Time: Thursday, June 24 10:00 a.m. - 11:00 a.m.



**foodpreneur**  
ADVANTAGE





June 24, 2021

## Labelling & Packaging Your Food Product

In this free 60-minute online seminar learn about:

- Packaging Considerations
- Labelling Requirements
- Mistakes to Avoid

Packaging and labelling your food product is where marketing meets regulatory compliance and food safety. You know you want your product to look great on a store shelf, but what are you required to put on the label? How do you choose the right package for your product? For this session, we will be joined by Nicole Haney, former Founder & CEO of Boho Bars. Nicole will guide us through what to consider when choosing a package for your food product, what to include on your label, and what mistakes to avoid when packaging your food product.

You will leave with a better understanding of labelling & packaging in the food and beverage industry!

[Register](#)

### Basics of Writing a Business Plan

Date and Time: Thursday, June 24 10:00 a.m. - 11:00 a.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

A link to the webinar will be sent following registration.

[Register](#)

## Friday, June 25, 2021

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### Thriving Female Founders; EPIC Entrepreneur Panel Discussion

Date and Time: Friday, June 25 12:00 p.m. - 1:00 p.m.

EPICentre strives to build a more inclusive innovative ecosystem for women-owned businesses. Only 16% of Canadian small & medium-sized businesses are owned by women. Through the [VentureWomen Program](#), as well as events such as this to highlight female founders, EPICentre hopes to advance gender equality and women's participation in economy.

This panel discussion will highlight the experiences of women entrepreneurs, while also having open and honest conversations on topics such as work/life balance, burnout, resiliency and overcoming challenges as a female leader.

This event welcomes three trailblazing female entrepreneurs:

- Abeer Ahmed, Founder of [Avid Sensory Wellness](#)
- Andrea Descargar, Founder of [Ecovana](#)
- Rachelle Booth, Founder & President of [Thrive Benefits Group Inc.](#)

This event will be moderated by VentureWomen graduate, Melissa Hopper, Creative Director and Podcast host for [Southpoint](#)

This event is open to anyone interested to attend. Attendees are welcome to submit questions beforehand to: [epicentre@uwindsor.ca](mailto:epicentre@uwindsor.ca)

Register

## Tuesday, June 29, 2021

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### Re-entry & Recovery for your Team Post-COVID

Date and Time: Tuesday, June 29 09:30 a.m. - 11:00 a.m.

Successful reentries take careful planning, and this presentation will provide you with a flight checklist to ensure your teams success! As with any re-entry, we need to be aware of the mental and physical challenges facing our teams. Miscommunication, misunderstandings, and unclear expectations can result in aborted landings, or missing our landing targets. We have to ensure that the people and the physical systems work together to deliver "Mission Possible". Successful reentries take careful planning and this presentation will provide you with a flight checklist to ensure that your teams successfully get back to work.

Discussed in this 90 minute session:

- Challenges upon return – what should you be doing to ensure everyone is safe? Working conditions? Vaccine protocols? Can I force someone back to work?
- How do you continue to keep them engaged? Best leadership skills? What policies will you need for the future?
- How do you continue to attract talent in this post-COVID era. How to find great talent? How will your company stand out in the market?

If you'd like to have a warm-up pre-read – to get you thinking about this ahead of time, please see this article: <https://newmanhumanresources.com/re-entry-and-recovery-from-covid-19-return-from-working-from-home-or-layoffs/>

#### About The Speaker

Frank Newman is the Founder and CEO of Newman Human Resources Consulting Inc., based in Breslau, Ontario. For over 40 years, Frank has worked in Human Resources to create great working environments where the best people want to come to work every day. His pioneering work in compassionate leaves influenced led to the creation of the Employment Insurance compassionate care leave which has benefited thousands of Canadians as they care for family members during critical illnesses. His clients today include a wide variety of small and medium-sized businesses in South-Western Ontario.

### eCommerce 101: What, Why and How

Date and Time: Tuesday, June 29 10:00 a.m. - 11:30 a.m.

More consumers than ever before are turning to online shopping for greater convenience, safety, and variety. In this webinar, the Toronto Digital Service Squad will teach you the basic steps to setting up an online store. We will cover everything from what you need to prepare before launching a store, to choosing an e-commerce platform, to providing excellent customer service online. You'll finish this session feeling excited about how e-commerce can help you reach new customers and expand into different markets.

What you will learn:

- What is e-commerce, why it's important and the benefits of selling online
- What platforms are available and how to pick the right one for you
- The basics of inventory management, choosing the right solution, and streamlining point-of-sale for both in-store and online
- Optimizing your website content, choosing the right themes, and the basics of search engine optimization (SEO)
- How to set up secure payments and various shipping options & costs
- Look at the basics of driving traffic to your store and boost sales through a variety of digital marketing channels
- How to provide excellent customer service throughout the e-commerce purchase funnel

Register