

Wednesday, July 7, 2021

Canada Recovery Hiring Program (CHRP) Question & Answer Sessions

Date and Time: Wednesday, July 7 01:00 p.m. - 2:00 p.m.

With the [recently announced Canada Recovery Hiring Program \(CRHP\)](#), hard-hit businesses will be able to hire the workers they need to recover as local economies reopen. The CRHP supports payroll as businesses grow, whether it's related to hiring staff, increasing shifts, or increasing overall pay.

Please visit the [CRHP web pages](#) for detailed information about eligibility requirements, how payment periods are structured, and how the CRHP is calculated.

To complement these resources, the Canada Revenue Agency (CRA) will host a series of interactive question and answer sessions for eligible employers.

[Register](#)

Thursday, July 8, 2021

EPIC VentureWomen Final Pitch Competition

Date and Time: Thursday, July 8 03:00 p.m. - 5:00 p.m.



Federal Economic Development
Agency for Southern Ontario

Agence fédérale de développement
économique pour le Sud de l'Ontario



LUCAS
IMAGINE FUND

EPICentre strives to build a more inclusive and innovative ecosystem to support women changemakers through the [EPIC VentureWomen Program](#). This program provides female founders and co-founders the opportunity to explore their ideas, increase their entrepreneurial skills, and build a business that is future proof.

Over the past four months, seven women led ventures have been engaging in several workshops, networking events, team building exercises, and more. Our VentureWomen teams also had the opportunity to receive 1:1 mentorship from Maureen Lucas and David Kirby as well as exclusive access to our [EPIC Advisory Panel](#).

Join us on Thursday, July 8 for the culmination of the program with our VentureWomen Final Pitch Competition. This event welcomes each team to

pitch their business idea to a panel of judges and LIVE audience. Two awards, sponsored by the Lucas Imagine Fund, are available to the presenting teams:

- Top Pitch Award: \$3,000
- People's Choice Award: \$1,000

The People's Choice Award will be determined by the live audience. A poll will be available after each team has presented for the audience to vote on their favourite pitch. If you register for this event, make sure to stick around to vote on your favourite business pitch!

Our Final Pitch Judging Panel welcomes:

- Kavanaugh Boismier, Chief Financial Officer, [WaveDirect](#) & President and Founder of the [Women of Windsor Mentorship Collaborative](#)
- Lee McGrath, Women Entrepreneurship Strategy Program Director, [Invest WindsorEssex](#)
- Mojdeh Cox, Executive Director, [Pillar Nonprofit Network](#)

Presenting VentureWomen businesses:

- [Bazar Brazil](#) – Co-founders, Carla Braganca & Marcelo Andrade
- [Canvas of Diamonds](#) – Founder, Violet Azenabor
- [Divide Magazine](#) – Founder, Ziquita Riberdy
- [Elevate Podcast Co.](#) – Founder, Sarah Haefling
- [A Mom's Journey](#) – Founder, Isabel Ines Navea Bruna
- [McCallum & Tiessen Development](#) – Co-founders, Stephanie Segave-Tiessen & Jillian McCallum
- [My Pure Mentality](#) – Founder, Erika Pozzuoli

The EPIC VentureWomen Program is in proud collaboration with [RISE Windsor-Essex](#) and funded by FedDev Ontario.

[Register](#)

Search Engine Optimization (SEO)

Date and Time: Thursday, July 8 06:00 p.m. - 7:30 p.m.



A website is an integral part of your marketing strategy and you need it to be found when people are looking for products and services.

By implementing basic SEO (search engine optimization) your website search rankings can easily improve. No matter your level of experience with SEO, it's easy to add these tactics to your overall marketing strategy.

The webinar will cover:

- How to measure and improve the performance of your website
- How accessibility affects your SEO performance
- How to do keyword research to make your content SEO friendly
- How to index your website with Google Search Console and share a sitemap
- Tips on SEO for WordPress and other website building platforms

Friday, July 9, 2021

Canada Recovery Hiring Program (CHRP) Question & Answer Sessions

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[Register](#)

Monday, July 12, 2021

The Business of Filmmaking: A Virtual Summer Series

Date and Time: Monday, July 12 07:30 p.m. - 9:45 p.m.

[Windsor Centre for Film, Digital Media & the Creative Arts](#) is hosting a free virtual seminar for emerging and interested filmmakers, especially those from traditionally underrepresented groups in the industry.

July 12, 2021 - Knowing Your Audience: Clear and Effective Writing for Business

Instructor: Gail Robertson

Write with Confidence, Internet Profiles, Format for Business, Know Your Audience, Polish Emails and Memos

July 19, 2021 - Media Relations: Being Proactive vs Reactive

Instructor: Rob Miller

Press Releases, Conducting Interviews, News Writing, Crises Communications

July 26, 2021 - Panel Discussion: Funding Your Film Projects

with Ted Bezaire, Pat Jeflyn, Mike Stasko ---- OTHERS TBA

Sponsorships, Partnerships, Telefilm, Crowdfunding, Investors, ON Tax Credits

August 2, 2021 - Marketing & Advertising on a Budget

Instructors: Zach Andary and Cassidy McNea

Graphic Design, Web Development, Social Media, Mail Chimp

August 9, 2021 - Event Planning: Making it Count

Instructor: Lori Baldassi

Press Events, Opening Nights, Fundraising Events, and More

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with Mitch Brandget, Drew Hyttenrach, Selena McCallum, Walter Riggi, Sikandar Saleem

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Setting Goals, Sourcing On-line Work, Sourcing Talent, Networking, Referrals

Aug. 30, 2021 - Business Basics: Incorporation, HST, Insurance, Payroll / Sourcing Internships and Engaging a Mentor

Instructors: Leona MacIntyre, Amanda Gellman and Ben Wright

Tuesday, July 13, 2021

F5: Virtual Coffee Meetup for Women Entrepreneurs

Date and Time: Tuesday, July 13 08:00 a.m. - 9:00 a.m.

A promotional poster for a virtual coffee meetup. The background is dark with a teal vertical bar on the left. At the top, it says 'Coffee WINDSOR-ESSEX EDITION' in a mix of fonts. Below that, 'VIRTUAL MEETUP' is written in large, bold, teal letters, with 'for Women Entrepreneurs' in a cursive script underneath. To the left of the main text is an icon of a laptop showing silhouettes of people. Below the main text, it says 'TUES JULY 13 | 8-9 AM on Remo'. A paragraph of text follows: 'Join us for a morning coffee and virtual networking session designed to connect, activate and empower Windsor-Essex's community of women entrepreneurs looking to start and grow their businesses.' At the bottom, there is a row of logos for various partners: F5 Refresh & Reconnect, WE-tech ALLIANCE, RISE WINDSOR-ESSEX, BUILD A DREAM, University of Windsor, EPIcentre Entrepreneurship + Practice + Innovation, ST. CLAIR COLLEGE GENESIS ENTREPRENEURSHIP CENTRE, SMALL BUSINESS & ENTREPRENEURSHIP CENTRE, WE CAN WINDSOR, and workforce WindsorEssex.

Join WEtech Alliance and RISE Windsor-Essex ecosystem partners for a morning coffee and virtual networking session designed to connect, activate and empower Windsor-Essex's community of women entrepreneurs looking to start and grow their businesses.

Utilizing Remo and the function to create themed tables, women entrepreneurs will enjoy a casual and fun morning of networking. Remo's web-video platform allows people to have face-to-face networking online just like in-person events that build meaningful relationships and conversations.

Web Presence 101: Ensuring Your Foundation is Set

Date and Time: Tuesday, July 13 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.

How to Get a Business Loan in a Few Easy Steps

Date and Time: Tuesday, July 13 12:00 p.m. - 1:00 p.m.

Applying for a business loan may seem daunting, but it doesn't have to be. Learn how to prepare for and navigate the loan application process — from your credit score to what collateral you may be able to offer. Set yourself up for success by showing that you understand your business and by making it easy for a bank to approve your application.

Get answers to your questions from experts in the field, and learn how to:

- increase the odds of getting your application approved
- prepare your business for a winning loan request
- shop around and compare business loans

Presenters from BDC

- Kaleigh Foster, Senior Account Manager, BDC
- Celso Oliveria, Manager, Business Centre, BDC
- Trimel Fidely, Manager, Business Centre, BDC

[Register](#)

Wednesday, July 14, 2021

WEStaySafe COVID-19 Rapid Test Webinar

Date and Time: Wednesday, July 14 11:00 a.m. - 12:00 p.m.

An interactive webinar to explain the WEStaySafe Rapid Test Program. A live rapid test will be demonstrated during the webinar.

Join the Windsor-Essex Regional Chamber of Commerce as they introduce the [WEStaySafe Program](#). Learn how to implement rapid tests in your workplace, answer any questions you may have and see a live demo of how quick and easy it is to self-administer rapid tests.

[Register](#)

Thursday, July 15, 2021

Basics of Starting a Small Business

Date and Time: Thursday, July 15 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

A link to the webinar will be sent following registration.

Building Resiliency

Date and Time: Thursday, July 15 12:00 p.m. - 2:00 p.m.





This session will look at having a 'Why' that drives you!

In this session, the participants will learn what being resilient in life and business means and how it determines success. Studies show that the one character trait that separates those who achieve results and those that might fall short, is "Grit and Resiliency".

We will look at examples of resilient souls. Then what mindset is needed to overcome our limits and to shift our beliefs. We will have break out sessions to brainstorm on how having resiliency and grit can determine one's success in both business and in life.

This session will look at having a 'Why' that drives you. How 'commitment' is preferred over attachment and how to adopt new mindsets and habits to achieve the true things you want in your life and business.

Each participant will be asked to create a stretch goal for the rest of the year ahead and share it at the end of the webinar.

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Monday, July 19, 2021

Writing an Impactful Home Page

Date and Time: Monday, July 19 12:00 p.m. - 1:00 p.m.

**SMALL
BUSINESS
CENTRES
ONTARIO**

**Writing An Impactful
Home Page**

Workshop by Lea Phillips

As the saying goes, you only have one chance to make a great first impression! Your website home page is often the first interaction prospective

clients will have with your business. What first impression will they be left with?

This page is your opportunity to engage clients by providing a clear sense of who you are, what you do and why it should matter to them. This session will cover key elements for effective home page copy and provide tips for writing your own impactful copy.

Key takeaways include:

- Elements of an effective home page
- Creating key-word rich content
- Copywriting strategies for conversion
- Home page elements checklist

The Business of Filmmaking: A Virtual Summer Series

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Monday, July 26, 2021

The Business of Filmmaking: A Virtual Summer Series

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Tuesday, July 27, 2021

Social Media for Your Business

Date and Time: Tuesday, July 27 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.

Wednesday, July 28, 2021

Basics of Writing a Business Plan

Date and Time: Wednesday, July 28 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

A link to the webinar will be sent following registration.

Thursday, July 29, 2021

Paid Advertising: Facebook & Instagram Fundamentals

Date and Time: Thursday, July 29 09:00 a.m. - 10:30 a.m.



Paid Advertising

JULY 29 - 9-10:30 AM

Make the most of your advertising goals by learning the fundamentals of Facebook and Instagram advertising.



It's time to move your business forward with digital marketing!

Meet your professional goals, feel confident in the paid media campaigns you are running and make the most of your advertising spend.

In this webinar, you will learn:

- About Facebook/Instagram ads and how they can transform your business
- How to properly define your business and marketing objectives
- How to set up your Ad Account for success
- How to navigate through Facebook Ads Manager

- iOS14 updates and action items to take

Presenter: Kat Spargalo, [BLACC Agency](#)

This webinar is hosted by the [Small Business & Entrepreneurship Centre](#) through the Sandwich Business Development Program. Funding for this event has been provided by the [Gordie Howe International Bridge Community Benefits Plan](#).

<https://calendar.webbusinesscentre.com>