

Thursday, September 2, 2021

Foodpreneur Advantage - Costing & Pricing to Make Profit

Date and Time: Thursday, September 2 10:00 a.m. - 11:00 a.m.

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](#)

Sunday, September 5, 2021

WEStaySafe Booth

Date and Time: Sunday, September 5 03:00 p.m. - 7:00 p.m.

Address: 3217 Sandwich Street, Windsor, ON3217 Sandwich Street, Windsor, ON

Catch the Windsor-Essex Regional Chamber of Commerce team at the Sandwich Towne Market located at 3217 Sandwich Street from 3-7 p.m. Learn more about their #WEStaySafe Rapid Test Kit program and how you can participate to keep your employees safe!

Tuesday, September 7, 2021

Social Media for Your Business

Date and Time: Tuesday, September 7 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, September 8, 2021

Leamington District Chamber of Commerce Business Excellence Awards

Date and Time: Wednesday, September 8 05:30 p.m. - 10:00 p.m.

Join the Leamington District Chamber of Commerce on Wednesday, Sept. 8 at the Leamington Roma Club soccer field as we recognize outstanding businesses and individuals for the 27th Annual Business Excellence Awards.

[Register](#)

Thursday, September 9, 2021

Foodpreneur Advantage - Navigating Regulatory Compliance

Date and Time: Thursday, September 9 10:00 a.m. - 12:00 p.m.

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](#)

The Power of Beliefs

Date and Time: Thursday, September 9 12:00 p.m. - 2:00 p.m.



The banner features a blue background. On the left, there is a white logo for Small Business Centres Ontario, consisting of three location pins above a stylized map outline. To the right of the logo, the text "SMALL BUSINESS CENTRES ONTARIO" is written in white, stacked vertically. Below the logo and text, the title "The Power of Beliefs" is written in white, followed by "Workshop by David Cohen" in a smaller white font. On the right side of the banner, there is a circular inset image of a smiling woman with dark curly hair, wearing a black sleeveless top, looking at a laptop screen.

Experts in personal growth and development all say the same thing, "Thought's are things," "You create your own reality," or "What you focus on becomes real." In this webinar we will examine where beliefs stem from and then look deeper into shifting limiting beliefs into life affirming beliefs.

Participants will also learn about the power of letting go, practising daily affirmations, creating a compelling vision statement and also why having a support network around you can help you shift into the new that you may desire. Dr. Joe Dispenza, says, "That to have a new reality, you must change your personality." We will examine what this means in this session so that your actions support the vision you have for your awesome self!

This will be an interactive class and will empower participants to embrace the new and make life affirming changes.

Monday, September 13, 2021

Jumpstart Your Facebook Marketing

Date and Time: Monday, September 13 09:30 a.m. - 11:00 a.m.



Did you know?

2.7 billion people use Facebook every month to connect with friends and family and to discover things that matter. That's a lot of potential eyeballs on your small business

Your Facebook Page can be incredibly useful in both reaching new audiences and establishing relationships with current followers. In order to take advantage of these benefits, however, people need to actually be able to find your page.

In this workshop you will learn:

- Understand why you can't miss out on Facebook marketing
- Latest Facebook Algorithm
- Benefits of Facebook Page Vs Facebook Group
- How to optimize your business page

Tuesday, September 14, 2021

Basics of Starting a Small Business

Date and Time: Tuesday, September 14 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.

Thursday, September 16, 2021

Foodpreneur Advantage - Marketing & Branding Your Food Product

Date and Time: Thursday, September 16 10:00 a.m. - 11:00 a.m.

This session is for you if you have a food or beverage product that needs the perfect brand to suit the right market.

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](#)

Sunday, September 19, 2021

WEStaySafe Booth

Date and Time: Sunday, September 19 03:00 p.m. - 7:00 p.m.

Address: 3217 Sandwich Street, Windsor, ON3217 Sandwich Street, Windsor, ON

Catch the Windsor-Essex Regional Chamber of Commerce team at the Sandwich Towne Market located at 3217 Sandwich Street from 3-7 p.m. Learn more about their #WEStaySafe Rapid Test Kit program and how you can participate to keep your employees safe!

Tuesday, September 21, 2021

eCommerce 101: What, Why and How

Date and Time: Tuesday, September 21 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

Google My Business

Date and Time: Tuesday, September 21 06:00 p.m. - 7:30 p.m.



This workshop is designed to give you the tools to optimize your local listing! Here you will learn how get your Google My Business listing, set it up and optimize your listing to grow your local audience online. Google My Business is a great tool to drive traffic to your website!

Google My Business is a FREE tool offered by Google not just to list your business but also to share your business with those who may be looking for your product or service. Google My Business is a must to be found when people are searching!

We will cover:

- Setting up your account
- The verification procedure
- Using GMB to promote your products and services
- Navigating the Dashboard
- Optimizing your business info, reviews and posts
- Interpreting the insights for optimal performance
- How basic SEO principles apply to your listing

Wednesday, September 22, 2021

Maximize the potential of your Intellectual Property (IP)

Date and Time: Wednesday, September 22 10:00 a.m. - 11:30 a.m.

Safeguarding your Intellectual Property is one of the most important actions you can take as a business owner.

As one of the world's leading jurisdictions in the creation of IP through research and development, Ontario is also home to leading IP experts.

Register now to hear from top experts and experienced business leaders about:

- Key principles of IP law
- How your IP can raise capital to help grow your business
- How other business leaders have protected their intellectual property and how they have leveraged theirs to expand their

Guest Speakers:

Lally Rementilla, Managing Director, IP Backed Financing, Business Development Bank of Canada
Curtis Behmann, Partner and National Lead, Borden Ladner Gervais LLP

Case Studies presented by:

Xanadu Quantum Technologies and Li-Cycle Corp.

To sign up, click the "register now" button below.

If you have any questions about this webinar, contact:

Greg Coelho | Greg.Coelho@ontario.ca

[Register](#)

Thursday, September 23, 2021

Foodpreneur Advantage - Labelling & Packaging your Food Product

Date and Time: Thursday, September 23 10:00 a.m. - 11:00 a.m.

This session is for you if you have a food or beverage product that needs an accurate and compliant label.

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, September 23 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.

Friday, September 24, 2021

Design Thinking

Date and Time: Friday, September 24 02:00 p.m. - 3:00 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.

Tuesday, September 28, 2021

Test Your Idea with Experts

Date and Time: Tuesday, September 28 04:00 p.m. - 5:00 p.m.

Looking to talk to someone about your business idea, invention, or innovation? We have an opportunity for you!

During this event, you will have the opportunity to mingle with startup experts that have helped many new ideas and products get off the ground. You can talk about what you are working on, get valuable feedback about the potential viability of your idea, and get advice on what to do next!

Thinking about applying to the Founders Accelerating 2020s program or other EPICentre programs and services?

Come learn about our programs and find out if you'd be a good fit for one of them. The EPIC Founders Accelerating 2020s Program is coming up and specifically designed for startups and early-stage businesses that are ready to take their innovative ideas to market. This program is for physical inventions as well as new or unique digital ideas. For more information about this program, eligibility, and a link to the application, check out the [program website](#).

Don't miss this opportunity to speak with our panel of startup specialists. Ask questions, gain insight and find direction, all while building your network and meeting like-minded entrepreneurs!

[Register](#)

Thursday, September 30, 2021

Elevator Pitch

Date and Time: Thursday, September 30 10:00 a.m. - 11:00 a.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.

<https://calendar.webbusinesscentre.com>