

Tuesday, October 5, 2021

Web Presence 101: Ensuring Your Foundation is Set

Date and Time: Tuesday, October 5 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.

Friday, October 8, 2021

Building Your Business with Social Media

Date and Time: Friday, October 8 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!

Tuesday, October 12, 2021

Basics of Starting a Small Business

Date and Time: Tuesday, October 12 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.

Wednesday, October 13, 2021

LinkedIn for Success

Date and Time: Wednesday, October 13 01:00 p.m. - 2:00 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.

Thursday, October 14, 2021

CanadianSME The Small Business Summit 2021

Date and Time: Thursday, October 14 09:00 a.m. - 4:15 p.m.

A free exclusive event for small business owners

This exclusive two-day expo will be featuring panel discussions, webinars and keynote presentations by Canada's top business leaders and entrepreneurs.

In this summit, we will be discussing entrepreneurial resilience in challenging times, small business leadership, cloud and technology that can transform your small business, live Q&A, cash flow tips from top financial experts, mental health and much more.

[Learn More](#)

[Register](#)

Foodpreneur Advantage - Starting A Food Business

Date and Time: Thursday, October 14 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](#)

Friday, October 15, 2021

CanadianSME The Small Business Summit 2021

Date and Time: Friday, October 15 09:00 a.m. - 4:15 p.m.

A free exclusive event for small business owners

This exclusive two-day expo will be featuring panel discussions, webinars and keynote presentations by Canada's top business leaders and entrepreneurs.

In this summit, we will be discussing entrepreneurial resilience in challenging times, small business leadership, cloud and technology that can transform your small business, live Q&A, cash flow tips from top financial experts, mental health and much more.

[Learn More](#)

[Register](#)

Social Innovation and Entrepreneurship

Date and Time: Friday, October 15 10:00 a.m. - 11:00 a.m.

Are you a social entrepreneur? It's probably not what you think. Learn about social innovation and how to start and grow your own social enterprise. Hear about the many social enterprises around Windsor-Essex (you'll probably be surprised how many we have!), and get to know the Forbes International Top 30 under 30 Social Entrepreneurs and how they've combined purpose and profit.

Monday, October 18, 2021

A (better) way forward: Canada's Changing Business Landscape

Date and Time: Monday, October 18 12:00 p.m. - 1:00 p.m.

The past 18 months have disrupted the way Canadians do business at an unheard-of rate. From growing labour shortages and increasingly frequent climate events to the rise of remote work and expansion of digital business, your business will need to focus on innovation, inclusion and sustainability to maintain its growth and navigate a new business environment—one where uncertainty has become the norm.

Interested in learning how to move forward in this new business environment?

Join Isabelle Hudon, BDC's first woman President and CEO, and well-known entrepreneurs as they discuss the opportunities that lie ahead and reflect on how Canadian businesses can adapt and even become a force for change.

Why participate

- Learn about changes in the Canadian business environment.
- Understand the implications of this new environment for your business.
- Hear from other Canadian entrepreneurs who are helping to shape a more inclusive, sustainable and innovative future.

[Register](#)

PMP Exam Prep Course

Date and Time: Monday, October 18 01:00 p.m. - 4:30 p.m.

Training begins Oct. 18 and continues until Nov. 18.

This course is an intense review of exam material; it is not intended as a stand-alone project management course.

This course is specifically designed to provide participants with a proven, practical approach to preparing for the Project Management Professional (PMP)® Certification Exam from the Project Management Institute (PMI). This course is an intense review of exam material to help prepare people to write the exam; it is not intended to teach people basic project management concepts. Prior project management training and experience is highly recommended to maximize candidates' chances to pass the exam.

The course is delivered by trainers who have had extensive experience in professional project management and a long history of successfully preparing people for the PMP® exam. The instructors are experts at presenting content in an engaging manner, keeping the atmosphere positive, and empowering course participants as they prepare to challenge the PMP® exam. This online class is delivered through the use of online polls, sample quizzes, group discussions, videos, and other activities conducted as a whole class or in online breakout rooms.

The knowledge areas are presented in modules. At the beginning of each module, there is a practice pre-test before the presentation of the course material which is followed by realistic, challenging, multiple-choice questions. During the review of the practice questions, the instructor explains how to arrive at the correct answer. The course provides many exam tips and test-taking techniques, but there are no gimmicks because there is no magic formula for passing the PMP exam. It requires appropriate professional PM experience, an intense preparation course, and

commitment to prepare appropriately for the exam.

To learn about how to qualify to write your PMP exam, visit the [PMI website](#).

[Register](#)

WECAN First Look

Date and Time: Monday, October 18 04:00 p.m. - 6:00 p.m.



Interested in learning more about raising capital for your business?

Register to attend First Look to see how featured local entrepreneurs connect with investors. First Look, which takes place Oct. 18 from 4- 6 p.m., is a chance for [Windsor-Essex Capital Angel Network](#) and local investors to meet with start-ups and entrepreneurs in our region. This virtual event is not an ask for money but rather an opportunity for companies to build relationships with angels.

HOW IT WORKS

- The event will kick-off with introductions and networking for attendees to get a 'first look' at the early-stage businesses
- Following the networking session, entrepreneurs will share their 5-minute pitch and have 5 minutes to answer clarifying questions
- Additional networking time will be made available after the closing remarks

WHY YOU SHOULD ATTEND

- Great way to meet and network with local young budding entrepreneurs
Support local early-stage businesses
- Connect with local investors dedicated to help grow our local entrepreneurship community

EVENT AGENDA

- 4:00 - 4:20 p.m. Opening remarks and Introductions
- 4:20 - 4:50 p.m. Networking
- 4:50 - 5:00 p.m. Keynote remarks - Darcy Haggith
- 5:00 - 5:30 p.m. Company pitches
- 5:30 - 6:00 p.m. Closing remarks and additional networking time

This event is powered by [WEtech Alliance](#) in partnership with the [Windsor-Essex Capital Angel Network](#).

Tuesday, October 19, 2021

Social Media for Your Business

Date and Time: Tuesday, October 19 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, October 20, 2021

Economic outlook: What's next for your business?

Date and Time: Wednesday, October 20 11:30 a.m. - 12:30 p.m.

While the COVID-19 pandemic is still on, and continues to impact Canadian businesses, what can businesses expect for the months and years ahead?

Join Pierre Cl  roux, BDC's Chief Economist, for a live event as he provides an overview of the Canadian economy and the main indicators to watch. You will also learn about the big trends reshaping our new business environment and the tangible implications for business owners.

Why participate

- Get an accurate, thorough and honest update on Canada's economy.
- Ask Pierre your questions in real time.
- Learn how the changes to the Canadian economy will impact your business now and in the future.

[Register](#)

Thursday, October 21, 2021

Foodpreneur Advantage - Market Testing your Food Product

Date and Time: Thursday, October 21 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](#)

PMP Exam Prep Course

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[Register](#)

Basics of Writing a Business Plan

Date and Time: Thursday, October 21 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.

Monday, October 25, 2021

Canva Basics

Date and Time: Monday, October 25 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!

PMP Exam Prep Course

Date and Time: Monday, October 25 01:00 p.m. - 4:30 p.m.

Training begins Oct. 18 and continues until Nov. 18.

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[Register](#)

Tuesday, October 26, 2021

Emerging Technologies in Automation Conference

Date and Time: Tuesday, October 26 08:30 a.m. - 1:15 p.m.



Invest WindsorEssex, National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) and Automate Canada invite business leaders across all sectors to the virtual [Emerging Technologies in Automation Conference](#) on Oct. 26, 2021.

This is a free event where participants will learn how made-in-Canada automation can help their businesses become more efficient, more productive and more innovative. The COVID-19 pandemic has changed forever how many businesses will function, making remote working and remote facility operation the new normal and highlighting the need to provide a safe and secure work environment. Join us to see how the automation industry, including the large cluster in the Windsor-Essex Region, can help companies in their recovery and resiliency efforts. Hear from leading companies with cutting-edge technologies, many of which were developed during the pandemic, as well as expert speakers discussing how Industry 4.0, robotics, cybersecurity and more will shape many industries.

[Register](#)

Wednesday, October 27, 2021

Elevator Pitch

Date and Time: Wednesday, October 27 03:00 p.m. - 4:00 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.

Thursday, October 28, 2021

Foodpreneur Advantage - Costing & Pricing to Make Profit

Date and Time: Thursday, October 28 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](#)

PMP Exam Prep Course

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[Register](#)

Friday, October 29, 2021

Fill the Gap: Tips & Best Practices for Recruiting in an Employee's Market

Date and Time: Friday, October 29 09:00 a.m. - 11:00 a.m.

SMALL BUSINESS MONTH SEMINAR

FILL THE GAP



Tips and Best Practices for Recruiting in an Employee's Market

Oct. 29 | 9-11 a.m.

As the economy emerges from the COVID-19 pandemic, small businesses are finding it difficult to find and retain employees. Join us to learn best practices from Katherine Englander, president of HR Partners 4 Business (HRP4B Inc.)

PRESENTED BY



As the economy emerges from a recession and the shutdowns brought on by the COVID-19 pandemic, small business owners and employers are increasingly finding it difficult to find and retain employees. Join us on Oct. 29 for a Small Business Month seminar where you'll learn best practices from Katherine Englander, president of consulting firm [HR Partners 4 Business](#) (HRP4B Inc.).

This webinar will offer information and resources for recruiting and retaining employees for small businesses. It is specifically designed for businesses who are interested in improving their workforce. By looking at the best ways to retain employees and to recruit new talent, businesses can ensure they are able to thrive in any economic landscape.

Attendees will learn:

- How companies benefit from recruiting talent
- Aligning recruitment to job requirements
- The importance of retention
- How recruitment and retention work together
- How to retain your talent
- Preventing high turnover rates
- Using benefits to maintain a competitive hiring advantage
- Corporate wellness programs
- Managing attrition
- Surviving a talent crunch

This seminar is presented by [HRP4B Inc.](#) and hosted in partnership by [Chatham-Kent Small Business Centre](#) and [WindsorEssex Small Business & Entrepreneurship Centre](#).

Lunch 'n Learn with Entrepreneurs

Date and Time: Friday, October 29 12:00 p.m. - 1:00 p.m.

Learn from fellow entrepreneurs during this fun and interactive panel discussion.

Hear why they decided to be their own boss. They'll share their journey - the ups and downs and pros and cons - and what they love most about being an entrepreneur.

Panel Guests:

Anna Maria Lopez

<https://calendar.weBusinesscentre.com>