

Monday, March 8, 2021

2021 TRADE ACCELERATOR PROGRAM WOMEN-LED COHORT

Date and Time: Monday, March 8 9:00 am - 5:00 pm

Address: Online

"Exporting can be daunting, costly, and time consuming, leaving many business owners limited in terms of how much they can grow. LET US SHOW YOU THE WAY. The Trade Accelerator Program is an award-winning, innovative program, designed to accelerate the strategic development of your business for expansion into international markets. This specific cohort will be delivered virtually over 5 weekly half-day sessions, concluding with a mentoring session." COST: \$495

Annual Women In Business Awards

Date and Time: Monday, March 8 5:30 pm - 7:00 pm

Address: Online

"Introduce your business, win prizes and celebrate the nominees and winners at this fun and interactive event! Your mixology cocktail party gift bag will be delivered to you in advance. Open it and look for your special mission to share at the event. To participate tickets must be purchased by Sunday, February 28th." COST: \$25.00

Tuesday, March 9, 2021

Starting Your Business Basics

Date and Time: Tuesday, March 9 2:00 pm - 4:00 pm

Address: Online

"The Starting Your Business sessions are geared towards those considering entrepreneurship and those who have already decided to start their own business and are ready to take the next steps. Sessions are held in a small group setting and led by a Small Business Consultant. Topics include: -Assessing the feasibility of your business idea -The pros and cons of different forms of business (Sole Proprietorship, Partnership, Corporation) -Protecting yourself and the business -HST -Allowable deductions -Sources of financing" COST:

Making Connections: A Learning & Networking Event for Women Entrepreneurs

Date and Time: Tuesday, March 9 2:00 pm - 3:15 pm

Address: Online

"Join us for a live Virtual Tea Party celebrating women in business with facilitator Sandra Kahale. Meet growth-minded women entrepreneurs and business owners for a fun, friendly, and productive tea time. Mingle and share in dynamic, lightly-facilitated breakouts. Celebrate your successes, get help with struggles, and gather new ideas and inspirations in Mini Masterminds Refresh, Reflect, and Recharge with an Amazing Community of Women" COST: \$25

Writing Killer Web Content: Online Webinar

Date and Time: Tuesday, March 9 7:00 pm - 8:30 pm

Address: Online

"Great website content can help you achieve your site's desired results whether that's more sales, more signups, or more visitors. But before you've put a pen (or cursor, if you like) to page, you have to do your research. This workshop will help you write better content for your website that will appeal to your target audience, as well as search engines such as Google." COST: FREE

Wednesday, March 10, 2021

Xcelerate Learning Series Pivot Point: 2 For 1 Web Experts

Date and Time: Wednesday, March 10 10:00 am - 11:00 am

Address: Online

"Act One: Analytics and SEO Quick and Simple Benefits Act Two: Email Marketing You're Doing It Wrong, Let's Fix That. What You'll Learn: -How to style your emails -Suggestions on the frequency of emails -Automation techniques -How to personalize your email campaigns" COST: FREE

Thursday, March 11, 2021

Business Plan Basics Part 1

Date and Time: Thursday, March 11 2:00 pm - 3:00 pm

Address: Online

"Writing your first business plan is a major step in putting your small business on the map. The point of your plan is to articulate the concepts that inspired you to start your business as well as evaluate potential hurdles like competition and funding issues. Whether you are seeking start-up capital or just want a solid road map to guide you through the early years of your business, a workable small business plan will help you work toward your goals. In Part 1 we'll cover an introduction to planning, the contents of a plan, Executive Summary, Company Overview, Marketing Strategy and an introduction to the library's market research tools." COST: FREE

Google Analytics for Small Business: Online Webinar

Date and Time: Thursday, March 11 7:00 pm - 8:30 pm

Address: Online

"Ever wondered whos visiting your website, and what theyre doing there? Google Analytics can tell you all of that and more. Discover the fundamentals of Google Analytics in this beginner-level webinar." COST: FREE

Saturday, March 20, 2021

Intro to Facebook Ads Manager

Date and Time: Saturday, March 20 9:00 am - 10:00 am

Address: Online

"Facebook Ads Manager is where you can view, make changes to and see results for all of your Facebook campaigns, ad sets and ads. We'll teach you how to create and manage ads, then measure your results. Almost 70% of Canadians are active Facebook users, so it's more than likely that your target customer is using the platform, we'll show you how to plan on reaching them! This workshop is presented by your Simcoe, South Georgian Bay Digital Service Squad."

Tuesday, March 23, 2021

Starting Your Business Basics

Date and Time: Tuesday, March 23 2:00 pm - 4:00 pm

Address: Online

"The Starting Your Business sessions are geared towards those considering entrepreneurship and those who have already decided to start their own business and are ready to take the next steps. Sessions are held in a small group setting and led by a Small Business Consultant. Topics include: -Assessing the feasibility of your business idea -The pros and cons of different forms of business (Sole Proprietorship, Partnership, Corporation) -Protecting yourself and the business -HST -Allowable deductions -Sources of financing" COST:

Wednesday, March 24, 2021

Introduction to Workplace Safety & Insurance

Date and Time: Wednesday, March 24 10:00 am - 11:00 am

Address: Online

"The Ontario Workers Compensation system is constantly changing and becoming more complex every year. The Office of the Employer Adviser (OEA) has helped thousands of employers understand their obligations, roles and responsibilities under the Workplace Safety and Insurance Act since 1985." COST: FREE This webinar provides a basic overview of Workplace Safety and Insurance: who is covered, what are accidents, and reporting and other legal obligations. In addition, employer classification, return to work and appeals are addressed. You will learn: Who needs to register and how the WSIB classifies employers What you need to report to WSIB and associated timelines What are your obligations in returning an injured worker to work What to do if you disagree with a WSIB decision Join Elizabeth Parkinson, Employer Specialist who will walk you through the process, show you how to manage these issues skilfully, and answer your questions and explain how the OEA can help you !

Thursday, March 25, 2021

Social Media for Small Business: Online Webinar

Date and Time: Thursday, March 25 7:00 pm - 8:30 pm

Address: Online

"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." COST : FREE

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