

Monday, May 3, 2021

Rhyze Ventures Information Session Hosted by Innovation Guelph

Date and Time: Monday, May 3 3:00 pm - 4:00 pm

Address: Online

"Rhyze Ventures is a custom-designed program created by women entrepreneurs, for women entrepreneurs. We have crafted a balance of in-class learning, practical hands-on project work, mentorship, and peer-to-peer networking to address your biggest business challenges, push your boundaries, and see you through to implementation. Applications being accepted May 1 - 31, 2021."

Wednesday, May 5, 2021

Develop a COVID-19 Safety Plan

Date and Time: Wednesday, May 5 12:00 pm - 1:00 pm

Address: Online

"Are you a business looking for guidance on how to develop the mandatory COVID-19 Workplace Safety Plan? Do you need guidance on how to properly screen your patrons and how to manage your capacity limits? Please join us for a FREE webinar presented by representatives from Workplace Safety and Prevention Services (WSPS) and Wellington-Dufferin-Guelph Public Health. In this session, they will review: Workplace Safety Plan Development templates and step-by-step instructions on how to complete. Proper Screening Protocols how to implement and what changes are required at different levels. Posting Capacity Limits tips to determine what they are at each level and suggestions for how to control this. Q&A"

Thursday, May 6, 2021

SEO, Reviews & Conversion Optimization for Online Marketing Impact

Date and Time: Thursday, May 6 1:00 pm - 2:00 pm

Address: Online

"This session will cover the intersection of SEO, online reviews and conversion optimization. After understanding where synergies exist, we'll dive into how to easily boost conversions, SEO and your company's reputation to ultimately attract more customers online. Attendees will walk away with a number of tactics and strategies they can implement into their business to acquire more online traffic, and increase the number of people that call them after discovering them online."

Ask An Expert: Emergency Preparedness and Business Continuity

Date and Time: Thursday, May 6 2:00 pm - 3:00 pm

Address: Online

"In the past year we have experienced an event like never before in our lifetime. The impacts of a global pandemic have affected businesses and organizations, and their ability to deliver goods and services. Taking the time to develop a business continuity plan can help organizations identify vulnerabilities, and develop mitigation strategies and contingency plans in order to reduce the negative consequences of all types of emergencies. This session will provide the knowledge and tools required to initiate a business continuity plan as well as enhancing emergency preparedness among staff members. This session is part of the Ask an Expert series presented in partnership with the County of Simcoe, the Small Business Centre of Barrie, Simcoe County and Orillia, South Georgian Bay Small Business Enterprise Centre, Orillia Area Community Development Corporation, Nottawasaga Futures, North Simcoe Community Futures Development Corporation and the Centre for Business and Economic Development."

Monday, May 10, 2021

Rhyze Ventures Information Session Hosted by Innovation Guelph

Date and Time: Monday, May 10 3:00 pm - 4:00 pm

Address: Online

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Tuesday, May 11, 2021

Back to business simple technology tools to help you welcome back customers with no stress

Date and Time: Tuesday, May 11 9:30 am - 10:30 am

Address: Online

"As Ontario re-opens this Spring, join us for an engaging conversation on how you can use easy to manage technology tools to safely welcome back your customers. During this session, you will learn: How to let customers order online for in-person pickups without creating your own website. How to store guest records digitally for contact tracing. How to tell customers your current wait time and reduce lineups outside your business."

Wednesday, May 12, 2021

The Sales Boost Clinic

Date and Time: Wednesday, May 12 6:00 pm - 7:30 pm

Address: Online

"Selling in today's environment has to be different. Consumer habits, needs and wants are changing and how we approach our customers are changing with it. In this program, business coach David Cohen will emphasize the E-Q-S-P approach. EQSP translates to: E for empathy, Q for questions, S for client solutions, & P for patience and passion, especially during uncertain times. Thinking long term and nurturing relationships with your clients is vital but it is equally important to have a healthy dose of patience to succeed at selling. This course will also detail a consultative sales process and how to approach each step from customer attraction or lead generation to the sale. We will look at ways to enhance the core areas of the Sales Process. From how Step one, getting prepared to sell, then onto Step two, (Research) and how research can help you target, know and address your key niche markets. In Step 3, will move toward the prospecting process and then discuss how to structure Step 4 (A client needs analysis) or a sales discovery with a client. Step 5 in this 7 Steps Sales approach will be about delivering and developing your sales presentation. We will also look at the doing the work, (Step 6) and last step in the sales process (Step 7-The Follow up) and the importance of following up and nurturing the client relationship so that you continue to serve the client and get their business. The take away is that each participant will have access to a more effective way to sell and work with a prospective client in a way that's easy to manage and gets results. David is an author, business coach, and facilitator and the former host/producer and creator of the small business big ideas show heard weekly for over 9 years. David has taught thousands over the years in both the non-profit and for-profit sectors and has coached hundreds of start-ups to make those important first steps. he specializes in helping small business owners mine their strengths, get clear on their value, their markets and then begin to develop a sales and marketing game plan that gets results."

SEO (Search Engine Optimization)

Date and Time: Wednesday, May 12 6:00 pm - 7:30 pm

Address: Online

"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! 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. We 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"

Thursday, May 13, 2021

Rhyze Ventures Information Session Hosted by Innovation Guelph

Date and Time: Thursday, May 13 10:00 am - 11:00 pm

Address: Online

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Barriston Law - Importance of Corporate Ethics & Why Your Business Should Care

Date and Time: Thursday, May 13 10:00 am - 11:00 am

Address: Online

"What do privacy breaches, unfair pricing, conflicts of interest, bribery and inside information all have in common? They're all examples of Corporate Ethics issues. Separate from the harm they can cause to individuals or the public, these issues can also harm your business. These issues can sometimes lead to penalties or criminal sanctions and almost always lead to reputational harm. Perhaps your business is clear of all of the above - so, why should your business care about corporate ethics? Find out by joining our Experts in Residence session - The Legal Brief with Barriston Law. Sandbox invites you to join Joanne McPhail, Managing Partner at Barriston Law and Amee Sandhu, Founder and Principal Attorney at Lex Integra PC, to gain valuable insights and practical strategies for protecting your business against ethical breaches, loss of reputation, and public scandals. Learn as they discuss: The major ethical issues facing today's businesses Stories of business ethics gone wrong The negative impact on public and investor relations, employees and the community Concrete steps your business can take to prevent ethics scandals or potential crimes. Our experts are ready for #AMA (Ask Me Anything) - get your questions ready and they will support where they can! This month's topic: Importance of Corporate Ethics & Why Your Business Should Care WHEN: Thursday, May 13, 2021 10:00 a.m. to 11:00 a.m. WHERE: Virtual! Free session"

Tuesday, May 18, 2021

Financial Growth | Futurpreneur Info Session & #AMA

Date and Time: Tuesday, May 18 10:00 am - 11:00 am

Address: Online

"Our network of finance professionals are dedicated to helping entrepreneurs at every stage of growth. Perhaps you have questions about understanding your lending choices or need some feedback on what the right financial resources are - whatever the reason - join a finance professional and the Sandbox Centre for our Financial Growth Experts In Residence sessions!"

Rhyze Ventures Information Session Hosted by Innovation Guelph

Date and Time: Tuesday, May 18 11:00 pm - 12:00 pm

Address: Online

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Thursday, May 20, 2021

Ask an Expert: Businesses in Transition and How to Stay in Control

Date and Time: Thursday, May 20 2:00 pm - 3:00 pm

Address: Online

"Join this free virtual webinar on May 20th to learn how business owners and entrepreneurs can stay in control during the COVID-19 pandemic. Many business owners who had carefully developed business plans and models over the lifespan of their operations have had to reconsider their best-laid plans and adapt quickly. Financial forecasts that seemed realistic in 2019 may be less viable and owners may be considering other options. Local experts will provide information regarding: Staying in control after negative financial growth Insolvency Trustees experts Brenda Wood and Robyn White Transitioning Experts Lawyer Tim Timpano and Accountant David Holmes"

Thursday, May 27, 2021

Rhyze Ventures Information Session Hosted by Innovation Guelph

Date and Time: Thursday, May 27 10:00 am - 11:00 am

Address: Online

"Rhyze Ventures is a custom-designed program created by women entrepreneurs, for women entrepreneurs. We have crafted a balance of in-class learning, practical hands-on project work, mentorship, and peer-to-peer networking to address your biggest business challenges, push your boundaries, and see you through to implementation. Applications being accepted May 1 - 31, 2021."

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