

# Seminar Catalogue

July – December 2017

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# BUSINESS SEMINARS IN BC

## OUR EDUCATION

Sure, you could learn from your own mistakes, but we think it's much better to learn from someone else's. Join the thousands of small business owners who attend our seminars each year to receive training from experienced industry experts, on over 50 business topics.

## OUR DELIVERY

**In Person:** You can attend in person alongside other like-minded entrepreneurs at our Small Business BC Resource Centre or at one of our many community partners throughout British Columbia.

**Webinar:** Can't make it to an office in person? Participate live through Webinar from the comfort of your home or office. When you purchase a webinar it also includes a recording, which you can watch for up to seven days after the live seminar.

## TO REGISTER

There are three ways to register for an upcoming seminar:

### 1. ONLINE

[smallbusinessbc.ca/seminars](http://smallbusinessbc.ca/seminars)

### 2. PHONE

1-800-667-2272 or 604-775-5525

### 3. VISIT US

Suite #54 - 601 West Cordova Street, Vancouver, BC, V6B 1G1

## COURSE CANCELLATIONS AND REFUNDS POLICY

Small Business BC reserves the right to reschedule or cancel a seminar due to speaker conflicts or insufficient registration. Minimum registrant requirements vary. We strive to let clients know if a course has to be rescheduled or cancelled 48 hours or two business days before the event. If Small Business BC cancels a seminar, you will be given the option to transfer to a later date, or be issued a credit towards a future seminar or package of your choice. Requests for refunds are handled in accordance with the Small Business BC Refund Policy, please see below.

Refund requests made more than 10 business days prior to a seminar will be subject to an administration fee of 5 percent of the seminar price. Refund requests made between 2 and 10 business days prior to a seminar are subject to a 20 percent administration fee. Alternatively, you may request that the original registration fee be applied as credit towards a future seminar or package of your choice. No refunds, transfers or credit will be issued on the day of, or after, the seminar.

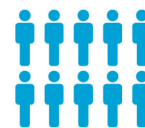
Cancellation requests may be submitted by phone, email, online or in person. If you have any questions or concerns about our cancellation policy, please contact us at [education@smallbusinessbc.ca](mailto:education@smallbusinessbc.ca) or at 604-775-5525.

SMALL

BUSINESS

BC

## WAYS TO PARTICIPATE:



IN-PERSON



WEBINAR

## WAYS TO REGISTER:

1

ONLINE

[smallbusinessbc.ca/seminars](http://smallbusinessbc.ca/seminars)

2

PHONE

1.800.667.2272

3

VISIT US

#54-601 W. Cordova Street

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**JULY 2017**

Monday	Tuesday	Wednesday	Thursday	Friday
<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
	<p><b>Starting a Consulting Business</b> 9:00 am-12:00 pm \$59</p> <p><b>Are you Thinking of Importing?</b> 1:00 pm-3:00 pm \$59</p>	<p><b>How to Get Media Coverage for Your Business</b> 1:00 pm-2:30 pm \$39</p>	<p><b>Marketing Essentials for Small Business</b> 1:00 pm-4:00 pm \$59</p> <p><b>How to Do Business with the Federal Government</b> 1:30 pm-3:00 pm FREE</p>	<p><b>Anatomy of a Business Plan: What you Need to Get Started</b> 9:00 am-12:00 pm \$59</p>
<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<p><b>Pitch Perfect: Craft your Startup Pitch to Success</b> 1:00 pm-4:00 pm \$39</p>	<p><b>PACKAGE</b></p> <p><b>Business Viability 1: The Break Even Analysis</b> 9:00 am-12:00 pm \$69</p> <p><b>Business Viability 2: The Cash Flow Forecast</b> 1:00 pm-4:00 pm \$69 (\$119 for package)</p>	<p><b>How to Boost Your Productivity and Get More Done</b> 9:00 am-11:00 am \$49</p> <p><b>Operations for Small Business</b> 1:00 pm-3:00 pm \$39</p>	<p><b>Building Employee Skills: How to Access the Canada-B.C. Job Grant</b> 10:30 am-11:30 am</p>	<p><b>PACKAGE</b></p> <p><b>TaxSense™ for Incorporating Your Business</b> 9:00am – 12:00pm \$59</p> <p><b>Getting Incorporated- Essential Steps &amp; Legal Tips</b> 1:00pm – 4:00pm \$59 (\$99 for package)</p>
<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
<p><b>Finding Opportunities on the New BuyAndSell.gc.ca/tenders</b> 1:30 pm-2:30 pm FREE</p>	<p><b>Preparing for International Travel and Tradeshows</b> 9:00 am-10:30 am FREE</p> <p><b>Sales Strategies for Small Businesses</b> 1:00 pm – 4:00 pm \$59</p>	<p><b>PACKAGE</b></p> <p><b>Start Smart 1</b> 9:00 am-12:00 pm \$29</p> <p><b>Start Smart 2</b> 1:00 pm-4:00 pm \$29 (\$49 for package)</p>	<p><b>Are You Thinking of Exporting?</b> 1:00 pm-3:00 pm \$59</p>	<p><b>TaxSense for Your Business</b> 9:00 am-12:00 pm \$69</p>
<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
<p><b>My First Year in Business: A Financial Overview</b> 9:00 am-12:00 pm \$59</p>	<p><b>Reach More Customers with Google Adwords</b> 9:00am – 12:00pm \$49</p>	<p><b>Trademarks, Copyright, Patents and More</b> 9:00 am-12:00 pm \$39</p> <p><b>Bidding and Procurement Process with the Federal Government</b> 1:30 pm-3:00 pm</p>	<p><b>What is My Business Worth: Preparing your Business for Sale</b> 10:30 am-12:00 pm \$49</p>	<p><b>Understanding Regulations for Importing</b> 9:00 am-12:45 pm \$49</p>
<b>31</b>				

# AUGUST 2017

Monday	Tuesday	Wednesday	Thursday	Friday
	1	2	3	4
7	8	9	10	11
	<p><b>PACKAGE</b></p> <p><b>Business Finance 1: Understanding Financial Statements</b> 9:00am – 12:00pm \$69</p> <p><b>Business Finance 2: Financial Analysis</b> 1:00pm – 4:00pm \$69</p>	<p><b>Business Mapping: Developing a Smart Business Model</b> 9:00 am- 12:00 pm \$59</p>	<p><b>Marketing Essentials for Small Business</b> 1:00 pm-4:00 pm \$59</p>	<p><b>Anatomy of a Business Plan: What you Need to Get Started</b> 9:00 am-12:00 pm \$59</p>
14	15	16	17	18
<p><b>Business Planning for Developing Businesses</b> 9:00 am-12:00 pm \$69</p> <p><b>Get Started with Email Marketing</b> 1:00 pm-4:00 pm \$39</p>	<p><b>Operations for Small Business</b> 1:00 pm-3:00 pm \$39</p>	<p><b>PACKAGE</b></p> <p><b>Start Smart 1</b> 9:00 am-12:00 pm \$29</p> <p><b>Start Smart 2</b> 1:00 pm-4:00 pm \$29 (\$49 for package)</p>	<p><b>How to Get Media Coverage For Your Business</b> 1:00 pm-2:30 pm \$39</p>	<p><b>TaxSense for Your Business</b> 9:00 am-12:00 pm \$69</p> <p><b>Mastering Social Media to Grow Your Small Business</b> 1:00 pm-4:30 pm \$39</p>
21	22	23	24	25
<p><b>PACKAGE</b></p> <p><b>Getting Incorporated- Essential Steps &amp; Legal Tips</b> 1:00pm – 4:00pm \$59 (\$99 for package)</p>	<p><b>TaxSense™ for Incorporating Your Business</b> 9:00am – 12:00pm \$59</p> <p><b>Doing Business with the Government of Canada: Half Day Condensed</b> 1:00pm – 4:00pm</p>	<p><b>PACKAGE</b></p> <p><b>Market Research 1: Find Data That Works for You</b> 9:30am – 3:30pm \$69 (\$119 for package)</p>	<p><b>What is My Business Worth: Preparing your Business for Sale</b> 10:30 am-12:00 pm \$49</p>	<p><b>Create Your Starter Website on WordPress</b> 1:00 pm-4:00 pm \$59</p>
28	29	30	31	
		<p><b>Market Research 2: Surveys and Focus Groups for Knowing your Customer</b> 9:30am – 3:30pm \$69 (\$119 for package)</p>		

SEPTEMBER 2017

Monday	Tuesday	Wednesday	Thursday	Friday
				<b>1</b>
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
		<b>Anatomy of a Business Plan: What you Need to Get Started</b> 9:00 am-12:00 pm \$59	<b>Building Employee Skills: How to Access the Canada-B.C. Job Grant</b> 10:30am – 12:00pm  <b>Are you Thinking of Importing?</b> 1:00 pm - 3:00pm \$59	<b>Understanding Regulations for Importing</b> 9:00am – 12:45pm - \$49
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>Sales Strategies for Small Business</b> 9:00am – 12:00-pm - \$59  <b>Networking for Success: Making Valuable Connections</b> 1:30pm – 3:30pm - \$39	<b>Operations for Small Business</b> 1:00 pm-3:00 pm \$39	<b>PACKAGE</b>  <b>Start Smart 1</b> 9:00 am-12:00 pm \$29  <b>Start Smart 2</b> 1:00 pm-4:00 pm \$29  (\$49 for package)	<b>Buying a Business</b> 10:30am – 12:00pm- \$39  <b>The New Canada Free Trade Agreement - How to Trade with Other Provinces</b> 1:00 pm – 4:00 pm FREE	<b>TaxSense for Your Business</b> 9:00 am-12:00 pm \$69  <b>Business Mapping: Developing a Smart Business Model</b> 1:00 pm-4:00 pm \$59
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>
<b>Pricing and Costing Your Product</b> 9:00am – 12:00pm - \$69  <b>Mastering Social Media to Grow Your Small Business</b> 1:00 pm-4:30 pm \$39	<b>PACKAGE</b>  <b>Business Viability 1: The Break Even Analysis</b> 9:00 am-12:00 pm \$69  <b>Business Viability 2: The Cash Flow Forecast</b> 1:00 pm-4:00 pm \$69  (\$119 for package)	<b>PACKAGE</b>  <b>Market Research 1: Find Data That Works for You</b> 9:30am – 3:30pm \$69  (\$119 for package)	<b>Are You Thinking of Exporting?</b> 1:00 pm-3:00 pm \$59	<b>PACKAGE</b>  <b>Getting Incorporated- Essential Steps &amp; Legal Tips</b> 1:00pm – 4:00pm \$59  (\$99 for package)
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>
	<b>Smart Global Money - Currencies, Credit, and Cash</b> 9:00 am – 12:00 pm FREE  <b>Marketing Essentials for Small Business</b> 1:00 pm-4:00 pm \$59	<b>Market Research 2: Surveys and Focus Groups for Knowing your Customer</b> 9:30am – 3:30pm \$69  (\$119 for package)		<b>Starting a Consulting Business</b> 9:00am – 12:00pm - \$59

# OCTOBER 2017

Monday	Tuesday	Wednesday	Thursday	Friday
<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<p><b>The Art of Letting an Employee Go</b> 1:00 pm – 3:00 pm</p>	<p><b>Partnering in Business: Keys to Success</b> 9:30am – 12:00pm</p>	<p><b>Retail Success: How to Get Your Product Into Stores</b> 9:00am – 12:00pm</p>	<p><b>Buying a Business</b> 10:30am – 12:00pm</p> <p><b>Anatomy of a Business Plan: What you Need to Get Started</b> 1:00 pm-4:00 pm</p>	<p><b>Trademarks, Copyright, Patents and More</b> 9:00am – 12:00pm</p>
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
	<p><b>PACKAGE</b></p> <p><b>Business Finance 1: Understanding Financial Statements</b> 9:00am – 12:00pm</p> <p><b>Business Finance 2: Financial Analysis</b> 1:00pm – 4:00pm</p>	<p><b>Business Mapping: Developing a Smart Business Model</b> 9:00 am-12:00 pm</p>	<p><b>My First Year in Business: A Financial Overview</b> 1:00pm – 4:00pm</p>	<p><b>Sales Strategies for Small Business</b> 9:00 am-12:00 pm</p>
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
<p><b>Business Planning for Developing Businesses</b> 9:00am – 12:00pm</p> <p><b>Get Started with Email Marketing</b> 1:00pm – 4:00pm</p>	<p><b>TaxSense for Your Business</b> 9:00am – 12:00pm</p> <p><b>Operations for Small Business</b> 1:00pm – 3:00pm</p>	<p><b>PACKAGE</b></p> <p><b>Start Smart 1</b> 9:00am – 12:00pm</p> <p><b>Start Smart 2</b> 1:00pm – 4:00pm</p>	<p><b>Building Employee Skills: How to Access the Canada-B.C. Job Grant</b> 10:30am – 11:30am</p> <p><b>How to Get Media Coverage For Your Business</b> 1:00 pm-2:30 pm</p>	<p><b>PACKAGE</b></p> <p><b>Business Viability 1: The Break Even Analysis</b> 9:00am – 12:00pm</p> <p><b>Business Viability 2: The Cash Flow Forecast</b> 1:00pm – 4:00pm</p>
<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
<p><b>Pitch Perfect: Craft your Startup Pitch to Success</b> 1:00pm – 4:00pm</p>	<p><b>PACKAGE</b></p> <p><b>Market Research 1: Find Data That Works for You</b> 9:30am – 3:30pm</p>	<p><b>How to Boost Your Productivity and Get More Done</b> 9:00am – 11:00am</p> <p><b>What is My Business Worth: Preparing your Business for Sale</b> 1:00pm – 2:30pm</p>	<p><b>What is My Business Worth: Preparing your Business for Sale</b> 10:30am – 12:00 pm</p> <p><b>Mastering Social Media to Grow Your Small Business</b> 1:00pm – 4:30pm</p>	<p><b>PACKAGE</b></p> <p><b>TaxSense for Incorporating your Business</b> 9:00am – 12:00pm</p> <p><b>Getting Incorporated: Essential Steps and Legal Tips</b> 1:00pm – 4:00pm</p>

NOVEMEBR 2017

Monday	Tuesday	Wednesday	Thursday	Friday
30	31	1	2	3
<p><b>Create Your Starter Website on WordPress</b> 1:00pm – 4:00pm</p>	<p><b>Market Research 2: Surveys and Focus Groups for Knowing your Customer</b> 9:30am – 3:30pm</p>			
6	7	8	9	10
<p><b>Anatomy of a Business Plan: What you Need to Get Started</b> 9:00 am-12:00 pm</p>	<p><b>Starting a Consulting Business</b> 9:00 am-12:00 pm \$59</p>	<p><b>Business Mapping: Developing a Smart Business Model</b> 9:00 am-12:00 pm \$59</p>	<p><b>Are you Thinking of Importing?</b> 1:00pm – 3:00pm \$59</p> <p><b>Are you Thinking of Importing?</b> 1:00pm – 3:00pm \$59</p>	<p><b>Understanding Regulations for Importing</b> 9:00am – 12:45pm \$49</p> <p><b>Marketing Essentials for Small Business</b> 1:00 pm-4:00 pm \$59</p>
13	14	15	16	17
	<p><b>Pricing and Costing Your Product</b> 9:00am – 12:00pm \$69</p> <p><b>Operations for Small Business</b> 1:00pm – 3:00pm \$39</p>	<p><b>PACKAGE</b></p> <p><b>Start Smart 1</b> 9:00am – 12:00pm \$29</p> <p><b>Start Smart 2</b> 1:00pm – 4:00pm \$29 (\$49 for package)</p>	<p><b>Are You Thinking of Exporting?</b> 1:00pm – 3:00pm \$59</p> <p><b>How to Get Media Coverage For Your Business</b> 1:00 pm-2:30 pm</p>	<p><b>TaxSense for Your Business</b> 9:00am – 12:00pm \$69</p>
20	21	22	23	24
<p><b>Networking for Success: Making Valuable Connections</b> 1:30pm – 3:30pm - \$39</p>	<p><b>PACKAGE</b></p> <p><b>Market Research 1: Find Data That Works for You</b> 9:30am – 3:30pm \$69 (\$119 for package)</p>	<p><b>Get Started with Email Marketing</b> 1:00pm – 4:00pm \$39</p>		<p><b>PACKAGE</b></p> <p><b>TaxSense for Incorporating your Business</b> 9:00am – 12:00pm \$59</p> <p><b>Getting Incorporated: Essential Steps and Legal Tips</b> 1:00pm – 4:00pm \$59 (\$99 for package)</p>
27	28	29	30	
<p><b>Mastering Social Media to Grow Your Small Business</b> 1:00pm – 4:30pm \$39</p>	<p><b>Market Research 2: Surveys and Focus Groups for Knowing your Customer</b> 9:30am – 3:30pm \$69 (\$119 for package)</p>	<p><b>Retail Success: How to Get Your Product Into Stores</b> 9:00am – 12:00pm \$59</p> <p><b>Create Your Starter Website on WordPress</b> 1:00pm – 4:00pm \$59</p>		



# DECEMBER 2017

Monday	Tuesday	Wednesday	Thursday	Friday
				<b>1</b>
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
<b>Marketing Essentials for Small Business</b> 1:00pm – 4:00pm \$59	<b>PACKAGE</b> <b>Business Viability 1: The Break Even Analysis</b> 9:00am – 12:00pm \$69 <b>Business Viability 2: The Cash Flow Forecast</b> 1:00pm – 4:00pm \$69 (\$119 for package)	<b>Business Mapping: Developing a Smart Business Model</b> 9:00 am-12:00 pm		<b>Anatomy of a Business Plan: What you Need to Get Started</b> 9:00 am-12:00 pm
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
	<b>TaxSense for Your Business</b> 9:00am – 12:00pm \$69 <b>Operations for Small Business</b> 1:00pm – 3:00pm \$39	<b>PACKAGE</b> <b>Start Smart 1</b> 9:00am – 12:00pm \$29 <b>Start Smart 2</b> 1:00pm – 4:00pm \$29 (\$49 for package)		<b>PACKAGE</b> <b>TaxSense for Incorporating your Business</b> 9:00am – 12:00pm \$59 <b>Getting Incorporated: Essential Steps and Legal Tips</b> 1:00pm – 4:00pm \$59 (\$99 for package)
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>

**PACKAGE**

**START SMART SERIES**

Start Dates:

July 19, 2017

August 16, 2017

September 13, 2017

October 18, 2017

November 15, 2017

December 13, 2017

The Start Smart Series provides a step-by-step guide to starting your business right. This series includes two seminars where six industry experts provide their knowledge and tips to help you start your business smart.

Learning Objectives:

- Learn what resources will help you get started.
- Understand the registration process.
- Know what business structure to use and the guidelines of protecting your business.

**Seminars Included:**

- Start Smart 1
- Start Smart 2

IN PERSON

OR

WEBINAR

**\$49**

PLUS TAX

Dates:

July 19, 2017

9:00am - 12:00pm

August 16, 2017

9:00am – 12:00pm

September 13, 2017

9:00am – 12:00pm

October 18, 2017

9:00am – 12:00pm

November 15, 2017

9:00am – 12:00pm

December 13, 2017

9:00am – 12:00pm

**START SMART 1**

This seminar covers basic small business start-up information and is designed for the client in the thinking stage of starting a business.

Learning Objectives:

- Overview of all the basic requirements including: name registry, business structures, municipal licensing requirements, GST/PST registration and an overview of employment standards.
- Small Business BC resources are highlighted with emphasis on business planning tools, market research, business planning and trade services.
- A demonstration of our website(s) and methods to evaluate your business idea and its viability in the market place.

Brian Rudy of Synergy Business Lawyers will deliver the last hour of this seminar discussing the differences between proprietorships, partnerships and incorporations.

**Presented By: A representative from Small Business BC, and Brian Rudy from Synergy Business Lawyers**

IN PERSON

OR

WEBINAR

**\$29**

PLUS TAX

Dates:

July 19, 2017

1:00pm – 4:00pm

August 16, 2017

1:00pm – 4:00pm

September 13, 2017

1:00pm – 4:00pm

October 18, 2017

1:00pm – 4:00pm

November 15, 2017

1:00pm – 4:00pm

December 13, 2017

1:00pm – 4:00pm

**START SMART 2**

Life is risky, although entrepreneurs know all about taking risk and reaping rewards; it is important to know how to protect you and your business. If you are working on your business plan and want to understand how to protect your business, yourself and your employees, this is the seminar for you.

Learning Objectives:

- Discuss the legal requirements regarding intellectual property, trademarks, patents and designs.
- Learn about employment standards including bonding, employees and running a small business

**Presented By: WorkSafeBC, Insurance Bureau of Canada, and Oyen Wiggs Green Mutala LLP**

IN PERSON

OR

WEBINAR

**\$29**

PLUS TAX

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Dates:

## BUSINESS MAPPING: DEVELOPING A SMART BUSINESS MODEL

August 9, 2017  
9:00am – 12:00pm

September 15, 2017  
1:00pm – 4:00pm

October 11, 2017  
9:00am – 12:00pm

November 8, 2017  
9:00am – 12:00pm

December 6, 2017  
9:00am – 12:00pm

The truth is, not every entrepreneur needs a full business plan. Business mapping is an alternative to the more in-depth business planning process, but still leaves you with a strategic plan to help direct your business. Designing a business map can sometimes be enough for you to decide if your business venture is worth pursuing. Attend this introductory seminar which focuses strategies to plan, key areas of a successful businesses and financing options.

Learning Objectives:

- Learn to evaluate your business idea
- Understand the key areas of a successful business model
- Discuss and receive worksheets to help you determine business viability
- Clarify types of business structures and requirements
- Learn about financing options for your new venture

***Presented By: Bridget Field of Small Business BC***

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX

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Dates:

## BUYING A BUSINESS

September 14, 2017  
10:30am – 12:30pm

October 5, 2017  
10:30am – 12:30pm

Thinking of buying an existing business? Come discover how to assess the business, what the purchasing process looks like, and the key steps you need to take.

This seminar will help you:

- Decide between buying a business and starting one
- Know what to look for when conducting your search
- Determine if a business is suitable for you
- Understand due diligence and why it's important
- Use proven techniques to close a deal

***Presented By: Arthur Klein of Pacific M&A and Business Brokers Ltd.***

IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

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Dates:

## BUYING A BUSINESS (MANDARIN VERSION)

想过购买现成生意吗？请来了解如何评估生意，购买生意的流程以及你需要采取的关键步骤。

我们的讲座会帮助你：

- 在新建生意还是购买现成生意之间做出抉择；
- 了解寻找生意时应该关注的方面；
- 判断生意是否适合自己；
- 理解什么是尽职调查及其重要性；
- 运用成功交易的实践技术

此讲座是由太平洋商业并购经纪公司的企业并购专家 David Xie 主讲。您可亲身到达现场 (Small Business BC) 参加此讲座。我们也提供网上直播和网上视频服务（只供七天），登记时请按 **webinar** 选项。

IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

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Dates:

## GET READY FOR FARMERS, POP-UP AND CRAFTS MARKETS

June 26, 2017  
10:30am – 12:00pm

Farmers markets, pop-up markets and craft markets have become staples in many communities across BC. More and more consumers want to support unique, locally-based products and vendors. Have you tried your hand at being a vendor? Do you want to start selling at a community-based market?

This panel-format seminar brings together organizers and experienced vendors from a range of community-based markets to share proven ideas and success ways of “working the event.”

This seminar will help you:

- Understand what successful vendors do in terms of packaging, selling in person, identifying audiences and how to “keep things fresh”
- Bring your idea further to becoming “market ready”
- Identify the kinds of markets best suited for your goods
- Navigate the (juried) application process to becoming a vendor
- Become aware of costs, rules and regulations for your type of product

**Facilitated By: Tamara Komuniecki (Delish General Store), alongside a panel of industry experts from various farmers, pop-up, and craft markets.**

**Jenna Herbut (make it!), Lana Lepper (LanaBetty), Melissa Maltais (Royal City Farmers' Market), Yashar Nijati (thisopenspace) and Jeff Penner (Minimoc).**

**Alice Bai (Little Mountain Shop), Andrea Wong (AW handbags), Derek Gaw (MakerLabs), Jill Smith (Bees Wax Works), Natasha Neale (Little Mountain Shop), Roberta LaQuaglia (Vancouver Farmers Markets), and Shannon Lorenz (Refresh Market).**

**Cherise McGee (Langley Community Farmers Markets), Monique Cherrie (Makeshift Spaces), and Robert Tucker (Got Craft).**

IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

Dates:

## NAME YOUR BUSINESS FOR SUCCESS

Recordings available for sale

You have a brilliant product or service and your business is ready to launch – all you need is a name.

Choosing the perfect business name can be a struggle. You need to consider who your audience is, the domain names available, if it's already in use, and of course, the legal considerations. But there's no need to feel overwhelmed.

Join us for this interactive seminar that will get your creative juices flowing and help you choose the business name you need for success.

This seminar will help you:

- Create names in a supportive, workshop-style atmosphere
- Gain different perspectives to make sure your choice suits your business
- Understand registration requirements and website domain registration processes to ensure your name is feasible
- Get insight into legal regulations to avoid intellectual property complications

**Presented By: Michael Marsland-Root (Owner, Red Five Design), Bridget Field (Client Services Manager, Small Business BC), and Stephanie Melnychuk (lawyer, Oyen Wiggs Green & Mutala LLP).**

IN PERSON

OR

WEBINAR

**\$49**  
PLUS TAX

Dates:

## Starting a Consulting Business

July 4, 2017  
9:00am – 12:00pm

Do you have a special skill, ability; talent that you feel can serve others and earn an income? Are you considering the consulting and contracting field? This seminar is for you.

IN PERSON

OR

September 29, 2017  
9:00am – 12:00pm

Learning Objectives:

- Learn how to transition your skills into an income stream.
- Price your service, and learn where to find clients.
- Establish your business, build your market and hear from the experts about their many experiences of running a consulting business.

WEBINAR

**\$59**  
PLUS TAX

November 7, 2017  
9:00am – 12:00pm

**Presented By: Dave Schulte of Vancouver Consultants**

**NEW**

## CREATE YOUR STARTER WEBSITE ON WORDPRESS

Are you one of the many businesses looking to get your first website up and running? Do you have some great content ready, but lack the skills to do it yourself

Join us for an interactive step-by-step tour of WordPress and leave with a basic website of your own. Getting started is easier than you think on this user-friendly platform that will help you tell the world about your small business.

**Dates:**

August 25, 2017  
1:00pm – 4:00pm

October 30, 2017  
1:00pm – 4:00pm

November 29, 2017  
1:00pm – 4:00pm

This seminar will help you:

- Know what to look for when selecting a web host
- Install a WordPress theme and begin to edit the contents for your new site
- Become comfortable navigating the WordPress Dashboard
- Get started on organizing content and adding media like images, video and audio
- Access the power of plugins, widgets and theme settings

**Presented By: Simon Rai, Raize Digital**

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX**NEW**

## PITCH PERFECT: CRAFT YOUR STARTUP PITCH TO SUCCESS

You've built the Next Big Thing and now it's time to share it with the world. Whether you're telling friends and family, recruiting a team or asking for money, your startup pitch will be essential to your business success.

Begin with a practice thirty-second pitch and leave with an improved elevator pitch and plans for a slide deck. Feel prepared to pitch in front of prospective lenders, investors, partners, and high-calibre personnel. Be ready for impromptu encounters and networking events as you tell others about new business in a simple yet compelling way.

This seminar will help you:

- Understand the keys to a strong pitch
- Convey your value proposition clearly and concisely
- Create an investor-ready slide deck by going through elements you need
- Build confidence in talking about your business in an efficient and effective manner

**Presented by: Dylan Hrycshen, Small Business BC**

IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

## BUSINESS PLANNING

**PACKAGE**

Dates:

July 5, 2017  
August 9, 2017  
September 6, 2017  
November 6, 2017  
November 21, 2017

### FOCUSED BUSINESS PLANNING

This program focuses on teaching you how to turn a good business idea into a successful business venture. Register today and learn about the most important operational areas for new businesses and how to evaluate them from our team of experts.

IN PERSON  
OR  
WEBINAR

By attending this program you will learn to evaluate the financial viability of your business idea, understand how to clearly define who will buy your product or service, and strategize the first stages of your operations, marketing and sales plans.

**\$419**  
PLUS TAX

Program includes 29+ hours of education (value of \$462) delivered by industry experts:

Nine Seminars include:

- Anatomy of a Business Plan: What You Need to Get Started
- Business Mapping: Developing a smart business model
- Business Viability 1 – The Break Even Analysis
- Business Viability 2 – The Cash Flow Forecast
- Market Research 1 – Find Data That Works for You
- Market Research 2 – Surveys and Focus Groups for Knowing your Customer
- Operations for Small Business
- Sales Strategies for your Business
- Marketing Essentials for Small Business

Dates:

July 5, 2017  
9:00 am-12:00 pm  
August 9, 2017  
9:00am – 12:00pm  
September 15, 2017  
1:00pm – 4:00pm  
October 11, 2017  
9:00am – 12:00pm  
November 8, 2017  
9:00am – 12:00pm  
December 6, 2017  
9:00am – 12:00pm

### BUSINESS MAPPING: DEVELOPING A SMART BUSINESS MODEL

The truth is, not every entrepreneur needs a full business plan. Business mapping is an alternative to the more in-depth business planning process, but still leaves you with a strategic plan to help direct your business. Designing a business map can sometimes be enough for you to decide if your business venture is worth pursuing. Attend this introductory seminar which focuses strategies to plan, key areas of a successful businesses and financing options.

IN PERSON  
OR  
WEBINAR

Learning Objectives:

- Learn to evaluate your business idea
- Understand the key areas of a successful business model
- Discuss and receive worksheets to help you determine business viability
- Clarify types of business structures and requirements
- Learn about financing options for your new venture

**\$59**  
PLUS TAX

**Presented By: Bridget Field, Small Business BC**

Dates:

Coming up soon.

### EARLY STAGE FINANCING AND RESOURCES FOR ENTREPRENEURS

Starting a business or recently started one? Looking for financing and support? Getting financing and the right support are critical to the success of your business when first starting out.

IN PERSON  
OR  
WEBINAR

In this seminar, representatives from Vancity Microfinance and Futurpreneur Canada will walk you through the steps of accessing early stage financing.

This seminar will help you:

- Understand the various financing options and requirements such as credit ratings
- Gain insight on how to get a "yes" from a lender based on your business plan and cash flow
- Learn about other helpful resources such as mentorship and community building

**FREE**

**Presented By: Small Business BC, Futurpreneur and Vancity**

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**Dates:****CREATE YOUR STARTER WEBSITE ON WORDPRESS**

August 25, 2017  
1:00pm – 4:00pm

Are you one of the many businesses looking to get your first website up and running? Do you have some great content ready, but lack the skills to do it yourself

IN PERSON

OR

October 30, 2017  
1:00pm – 4:00pm

Join us for an interactive step-by-step tour of WordPress and leave with a basic website of your own. Getting started is easier than you think on this user-friendly platform that will help you tell the world about your small business.

WEBINAR

**\$59**  
PLUS TAX

November 29, 2017  
1:00pm – 4:00pm

This seminar will help you:

- Know what to look for when selecting a web host
- Install a WordPress theme and begin to edit the contents for your new site
- Become comfortable navigating the WordPress Dashboard
- Get started on organizing content and adding media like images, video and audio
- Access the power of plugins, widgets and theme settings

***Presented By: Simon Rai, Raize Digital***

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**Dates:****BUSINESS PLANNING FOR DEVELOPING BUSINESSES**

August 14, 2017  
9:00am – 12:00pm

Starting a business is tough, but growing a business is tougher. Develop your growth plan and transition successfully into the next stage of business.

IN PERSON

OR

October 16, 2017  
9:00am – 12:00pm

Building the right strategy will help you avoid the pitfalls of growing too quickly or too slowly. Learn how your current business activities are affecting growth and concentrate on removing the barriers.

WEBINAR

**\$69**  
PLUS TAX

Learning Objectives:

**Part One: The Growth Environment**

- Understand how rapid growth can kill your business
- Discover the four aspects of enterprise
- Find the transition points in your business: micro to small or small to medium
- Identify the three roles a founder plays in growing your business

**Part Two: Developing the Plan**

- How to select a team
- Understand the importance of the diagnostic phase
- Using the SWOT analysis for planning
- Learn how to develop and implement strategies
- Discover the myths of planning

If you know that your business has great potential, and you want to take those important first steps in developing it sustainably, then this is the program for you.

As a special bonus, all participants receive a free copy of a Dr. Profit's Tool Kit. This is a financial template with financial tools designed to help you operate and evaluate your business.

***Presented by Bill Erichson of Pacific Training Innovations***

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Dates:

## STARTING A CONSULTING BUSINESS

July 4, 2017  
9:00am – 12:00pm

Do you have a special skill, ability; talent that you feel can serve others and earn an income? Are you considering the consulting and contracting field? This seminar is for you. **IN PERSON**

OR

September 29, 2017  
9:00am – 12:00pm

Learning Objectives:

**WEBINAR**

- Learn how to transition your skills into an income stream.
- Price your service, and learn where to find clients.
- Establish your business, build your market and hear from the experts about their many experiences of running a consulting business.

**\$59**  
PLUS TAX

***Presented By: Dave Schulte of Vancouver Consultants***

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Dates:

## BUYING A BUSINESS

September 14, 2017  
10:30am – 12:00pm

Thinking of buying an existing business? Come discover how to assess the business, what the purchasing process looks like, and the key steps you need to take. **IN PERSON**

OR

October 5, 2017  
10:30am – 12:00pm

This seminar will help you:

**WEBINAR**

- Decide between buying a business and starting one
- Know what to look for when conducting your search
- Determine if a business is suitable for you
- Understand due diligence and why it's important
- Use proven techniques to close a deal

**\$39**  
PLUS TAX

***Presented By: Arthur Klein of Pacific M&A and Business Brokers Ltd.***

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## FINANCE AND ACCOUNTING

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**PACKAGE**

### BUSINESS FINANCE PACKAGE

Start Dates:

August 8, 2017

October 10, 2017

This package will first help you understand how to maintain financial records, and interpret those statements. You will then be introduced to ratio analysis, a powerful tool which will help you identify the financial pros and cons of your business operation. This package is great for existing businesses and for business start-ups planning to use industry standards for their financial plan.

Registering for this package will save you more than 15% on individual seminar registration.

Seminars included:

- Business Finance 1 – Understanding Financial Statements
- Business Finance 2 – Financial Analysis

IN PERSON

OR

WEBINAR

**\$119**

PLUS TAX

**PACKAGE**

### BUSINESS VIABILITY – ANALYSIS AND FORECASTING

Start Dates:

July 11, 2017

September 19, 2017

October 20, 2017

December 5, 2017

This package explores how to determine, evaluate and forecast your business finances. In this seminar you will learn how to analyze the financial viability and determine the strength of your businesses cash flow for potential investors. This package will save you 15% on individual seminar registration.

Seminars included:

- Business Viability 1 – The Break Even Analysis
- Business Viability 2 – The Cash Flow Forecast

IN PERSON

OR

WEBINAR

**\$119**

PLUS TAX

Dates:

August 8, 2017  
9:00am - 12:00 pm

October 10, 2017  
9:00am – 12:00pm

### BUSINESS FINANCE 1 – UNDERSTANDING FINANCIAL STATEMENTS

Financial statements can often seem like another language, but understanding them is necessary to the success of your business.

Learning Objectives:

- Decipher balance sheets.
- Interpret income statements.
- Understand how to make your earnings work for your business.
- Identify the difference between market and book value, amortization and capital cost allowance, as well as the distinction between income and cash flow.

*Presented by Bill Erichson of Pacific Training Innovations*

IN PERSON

OR

WEBINAR

**\$69**

PLUS TAX

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Dates:

August 8, 2017  
1:00 - 4:00 pm

October 10, 2017  
1:00 – 4:00pm

## BUSINESS FINANCE 2 – FINANCIAL ANALYSIS

Once you understand your financial statements, you can use them to better understand your business. Financial analysis not only reveals the financial health of your business – but also helps you understand the effectiveness of business strategies, and root causes of business problems. Using a 'case study' approach, this seminar is great for existing businesses and for business start-ups planning to use industry standards for their financial plan.

Learning Objectives:

- Introduction to you to ratio analysis, a powerful tool which will help you identify the financial pros and cons of your business operations.
- Understand of how to calculate ratios, interpret them against history and benchmarks, and apply these new concepts to your business.

*Presented by Bill Erichson of Pacific Training Innovations.*

IN PERSON  
OR  
WEBINAR

**\$69**  
PLUS TAX

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Dates:

July 11, 2017  
9:00 am – 12:00 pm

September 19, 2017  
9:00 am – 12:00 pm

October 20, 2017  
9:00 am – 12:00 pm

December 5, 2017  
9:00 am – 12:00 pm

## BUSINESS VIABILITY 1 – THE BREAK EVEN ANALYSIS

Many entrepreneurs launch businesses based solely based on the idea alone. Successful businesses are profitable, or have the potential for profit. Come join Bill Erichson to learn how to identify the costs to start and operate your business for the first year... and then calculate the starting capital and annual sales required to break even.

Learning Objectives:

- Discover the three kinds of start-up costs.
- Determine your start-up requirements.
- Identify your overhead costs.
- Understand mark-up, margin and cost of goods – your variable costs.
- The break-even...the first goal of any business.

Whether for a starting business, or for a new and expansion stage for an existing business, book this seminar today and find out how to determine the financial viability of your business.

*Presented By: Bill Erichson of Pacific Training Innovations*

IN PERSON  
OR  
WEBINAR

**\$69**  
PLUS TAX

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Dates:

July 11, 2017  
1:00 pm - 4:00 pm

September 19, 2017  
1:00 pm – 4:00 pm

October 20, 2017  
1:00 pm – 4:00 pm

December 5, 2017  
1:00 pm – 4:00 pm

## BUSINESS VIABILITY 2 – THE CASH FLOW FORECAST

Just because your business is profitable, does not mean it is viable. Cash flow is arguably the most crucial part of your financial plan. Without strong cash flow, you run the risk of going broke before achieving your break-even point.

Learning Objectives:

- Discover the three factors that determine how cash enters your business each month.
- How to forecast your monthly cash out flows.
- Understanding cash flow calculations.
- The real causes of cash flow problems.
- Doing 'what if' calculations to plan for success.

There is an old saying: "There are two ways to go broke. No profits is the slow painful way...no cash flow is the fast painful way." Join Bill Erichson for this seminar and plan for the success of your business.

*Presented By: Bill Erichson of Pacific Training Innovations*

IN PERSON  
OR  
WEBINAR

**\$69**  
PLUS TAX

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Dates:

## MY FIRST YEAR IN BUSINESS – A FINANCIAL OVERVIEW

July 24, 2017  
9:00 am - 12:00 pm

October 12, 2017  
1:00 pm – 4:00 pm

Establishing your financial records and bookkeeping system should be one of the first orders of business when starting your company. You will need to establish a separate business bank account, put together a filing system, and decide how to invoice your clients. Book this seminar today to understand how to establish the right business strategy for your company.

Learning Objectives:

- Learn the different financial statements your company will need.
- Gain an understanding of the components and difference between the balance sheet, the income statement and cash flow statement.
- Understand what a cash flow statement is and how daily business transactions affect your financial statements.
- Review CRA's requirements for record keeping.

*Presented By: Dianne Mueller of SOMA Business Solutions*

IN PERSON  
OR  
WEBINAR

**\$59**  
PLUS TAX

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Dates:

September 18, 2017  
9:00 am – 12:00 pm

November 14, 2017  
9:00 am – 12:00 pm

## PRICING AND COSTING YOUR PRODUCT

Setting prices is both an art and a science. The science is determining your costs ... and the art is understanding the underlying role price makes on customer buying behavior. This seminar has both a marketing and a financial focus as we get to the heart of how pricing plays an important part in your overall business success.

This session will make you question your assumptions about pricing, costing and how they fit into your business strategies. Whether you are experienced in business or you just want to get started on the right foot, pricing and costing is time and money well spent!

Learning Objectives:

- Understand the 4 C's of pricing: Costs, Constraints, Customers & Competition.
- Learn about fixed Costs, variable costs and total absorption costing.
- Know when to use pricing as a comparative.
- Discuss pricing for sales vs. pricing for profits.

*Presented By: Bill Erichson of Pacific Training Innovations.*

IN PERSON  
OR  
WEBINAR

**\$69**  
PLUS TAX

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Dates:

## UNDERSTAND YOUR BALANCE SHEET AND MAXIMIZE YOUR BUSINESS

Recordings available for sale

Do you find yourself wondering why you don't have the money you need for your business, and how you can manage your cash more efficiently?

IN PERSON

OR

WEBINAR

Whether you are looking to expand, attract investment or simply want to have more control over your finances, the key to growing a healthy financially secure business is to learn the concepts of cash management, working capital and operational efficiency.

**FREE**

This seminar will help you:

- Review and change your cash management practices, to help reduce, project and analyze your cash needs
- Understand the important financial ratios needed to measure a healthy balance sheet
- Fix the unhealthy parts of your balance sheet

This seminar includes a short presentation by CPABC about the resources available to you, and better understand what Chartered Professional Accountants can do for your small business.

*Presented By: Gabrielle Loren of Loren, Nancke & Company, CPAs.*

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Dates:

## BUSINESS PLANNING FOR DEVELOPING BUSINESSES

August 14, 2017  
9:00 am – 12:00 pm

October 16, 2017  
9:00 am – 12:00 pm

Starting a business is tough, but growing a business is tougher. Develop your growth plan and transition successfully into the next stage of business.

Building the right strategy will help you avoid the pitfalls of growing too quickly or too slowly. Learn how your current business activities are affecting growth and concentrate on removing the barriers.

Learning Objectives:

### Part One: The Growth Environment

- Understand how rapid growth can kill your business
- Discover the four aspects of enterprise
- Find the transition points in your business: micro to small or small to medium
- Identify the three roles a founder plays in growing your business

### Part Two: Developing the Plan

- How to select a team
- Understand the importance of the diagnostic phase
- Using the SWOT analysis for planning
- Learn how to develop and implement strategies
- Discover the myths of planning

If you know that your business has great potential, and you want to take those important first steps in developing it sustainably, then this is the program for you.

As a special bonus, all participants receive a free copy of a Dr. Profit's Tool Kit. This is a financial template with financial tools designed to help you operate and evaluate your business.

*Presented by Bill Erichson of Pacific Training Innovations*

IN PERSON

OR

WEBINAR

**\$69**

PLUS TAX

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Dates:

## ADVANCED FINANCIAL STATEMENTS AND RATIOS

Recordings available for sale

So, you have a basic understanding of the financial tools available and how to use them, but you want to delve deeper and understand your position in the market, and how to grow your business.

Let a Chartered Professional Accountant help you understand the more complex concepts of financial statements, including: accruals, amortization, accelerated depreciation, accrued payables, work in process, non-operating income, goodwill, earnings per share and cash and accrual accounting.

This seminar will help you:

- Review and interpret complex financial statements
- Calculate key financial ratios and understand the results, to better manage your business
- Learn the terminology used by financial professionals and be able to ask informed questions

This seminar includes a short presentation by CPABC about the resources available to you, and better understand what Chartered Professional Accountants can do for your small business.

*Presented By: Gabrielle Loren of Loren, Nancke & Company, CPAs.*

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IN PERSON

OR

WEBINAR

**FREE**

**PACKAGE**

## DOING BUSINESS WITH THE GOVERNMENT OF CANADA – 3 DAY SERIES

Start Dates:

Recordings available for sale

Are you interested in doing business with the Government of Canada? This comprehensive three day seminar will guide you through the various aspects of doing business with the federal government. First, you will learn the fundamentals including registering to sell to the government, identifying opportunities, and marketing your goods or services. Next, you will learn about The Government Electronic Tendering Service, where contracting opportunities are posted. Finally, you will learn about the Request for Proposal (RFP) process, including how to submit a bid and how bids are evaluated

At the end of this package you will know the federal government contracting process from start to finish, and have the information needed to get involved.

Seminars Included:

- How to Do Business with the Federal Government
- Finding Opportunities on the New "Buyandsell.gc.ca/tenders"
- Bidding and Procurement Process with the Federal Government

IN PERSON

OR

WEBINAR

**FREE**

## DOING BUSINESS WITH THE GOVERNMENT OF CANADA - HALF DAY CONDENSED

Dates:

August 22, 2017  
1:00 – 4:00pm

Are you interested in doing business with the Government of Canada? This comprehensive half-day seminar will guide you through the various aspects of doing business with the federal government.

Learning Objectives:

- Understand the fundamentals including registering to sell to the government, identifying opportunities, and marketing your goods or services.
- Learn about the new the Government Electronic Tendering Service (GETS) [www.buyandsell.gc.ca/tenders](http://www.buyandsell.gc.ca/tenders), where contracting opportunities are posted
- Learn about the Request for Proposal (RFP) process, including how to submit a bid and how bids are evaluated.
- Know the federal government contracting process from start to finish, and have the information needed to get involved.

This seminar is a condensed version of the following seminars:

- How to Do Business with the Federal Government
- Finding Opportunities on the New "Buyandsell.gc.ca/tenders"
- Bidding and Procurement Process with the Federal Government

*Presented By: Presented By: A representative of The Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada.*

IN PERSON

OR

WEBINAR

**FREE**

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Dates:

## HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT

July 6, 2017  
1:30 – 3:00pm

Are you interested in learning the fundamentals of doing business with the Government of Canada? This seminar, first in a series of three, provides information on how the government does its buying, how to register to sell to the government, how to keep track of opportunities, how to market to the federal government, and how to bid on opportunities.

Learning Objectives:

- Learn how the federal government does their purchasing.
- Understand the role of the Office of Small and Medium Enterprises.
- Get all the essentials to get started in the contracting process.

*Presented By: Presented By: A representative of The Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada.*

IN PERSON  
OR  
WEBINAR  
**FREE**

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Dates:

## FINDING OPPORTUNITES ON THE NEW BUYANDSELL.GC.CA/TENDERS

June 19, 2017  
1:30 – 2:30pm

On June 1, 2013, federal government tenders (*tender notices and bid solicitation packages*), previously on MERX, moved to *Buyandsell.gc.ca/tenders*. You will have a single window access to federal government tenders and procurement data.

Learning Objectives:

- Attend this seminar to learn more about the functionality of the new site and how it will make it easier for you to do business with the Government of Canada.

Suggested prerequisites:

- How to Do Business with the Federal Government

*Presented By: Presented By: A representative of The Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada.*

IN PERSON  
OR  
WEBINAR  
**FREE**

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Dates:

## BIDDING AND PROCUREMENT PROCESS WITH THE FEDERAL GOVERNMENT

July 26, 2017  
1:30 – 3:00pm

Are you interested in learning about the Government of Canada's bidding and evaluation process for contracting opportunities? This seminar, third in the series of three, will provide you with general advice and guidance on the Request for Proposal (RFP) process.

Learning Objectives:

- Learn about the types of opportunities posted on the new *Buyandsell.gc.ca/tenders*
- Understand the different requirements of opportunities on the new *Buyandsell.gc.ca/tenders*
- Discover how bids are evaluated and how to make yours competitive.
- After this seminar, you will be prepared to start bidding on federal government opportunities.

Suggested prerequisites:

- How to Do Business with the Federal Government
- Finding opportunities on the new *Buyandsell.gc.ca/tenders*

*Presented By: A representative of The Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada.*

IN PERSON  
OR  
WEBINAR  
**FREE**

## IMPORT AND EXPORT

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Dates:

### ARE YOU THINKING OF EXPORTING?

July 20, 2017  
1:00 – 3:00pm

Do you plan to export products to foreign markets but don't know where to start or what to do? Book this seminar today and prepare your business to be export ready in a strategic and planned way.

IN PERSON  
OR

September 21, 2017  
1:00 – 3:00pm

Learning Objectives:

WEBINAR

- Step-by-step guide to the requirements for exporting goods out of Canada.
- Evaluate the competitiveness of your business in the global market.
- Identify the distribution channels available to your business.
- Understand the use of INCOTERMS and how to access Canadian and Foreign government regulations.
- Know the different payment means that exist across borders.

**\$59**  
PLUS TAX

November 16, 2017  
1:00 – 3:00pm

*Presented By: A Representative of Small Business BC*

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Dates:

### ARE YOU THINKING OF IMPORTING?

July 4, 2017  
1:00 – 3:00pm

Are you considering importing as a component of your small business but don't know where to begin? Come to this introductory seminar to learn about some of the technical aspects of importing commercial goods into Canada.

IN PERSON  
OR

September 7, 2017  
1:00 – 3:00pm

Learning Objectives:

WEBINAR

- Step-by-step process of how to start your import venture.
- How to deal with customs brokers and international freight forwarders.
- How to bring your product into Canada and avoid costly mistakes.
- Introduction to commonly used "international commercial terms" and the regulations.
- Know the different payments means that exist across borders.
- Understand negotiating tactics and learn how to get paid.

**\$59**  
PLUS TAX

November 9, 2017  
1:00 – 3:00pm

*Presented By: A Representative of Small Business BC*

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Dates:

### SOURCING SUPPLIERS: INTERNATIONAL PRODUCT PROCUREMENT

Recordings available for sale

Finding qualified manufacturers in international markets can pose a high degree of difficulty for most businesses. This seminar will teach you how to find the right manufacturer and how to guarantee a relationship that's a good fit for both parties. Learn the steps to successful international product procurement and the pitfalls to avoid.

IN PERSON  
OR

Learning Objectives:

WEBINAR

- An overview of international procurement and global sourcing
- Developing your international procurement plan
- Finding international suppliers

**\$59**  
PLUS TAX

*Presented By: Richard Schwartz of Certain Supply Inc.*

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Date:

## UNDERSTANDING REGULATIONS FOR IMPORTING

July 28, 2017  
9:00am – 12:45pm

September 8, 2017  
9:00am – 12:45pm

November 10, 2017  
9:00am – 12:45pm

As an importer, you need to know which regulations, standards and licenses apply to your products. It's essential to have a clear understanding of which regulatory agencies are responsible for your industry, and how to manage pre-entry requirements, such as testing and labelling – before you start importing.

This interactive session will bring together representatives from Small Business BC, Health Canada, the Competition Bureau and the Canadian Food Inspection Agency. After a round of presentations, you will have ample opportunity to engage with all the representatives and get answers for your questions in a marketplace setting.

### Learning Objectives:

- Customs Requirements
- Textile Regulations and Labeling
- Canada Consumer Product Safety Considerations
- Cosmetics Regulations under the Food and Drugs Act
- Drug Regulations
- Natural Health Product Regulations
- Medical Devices Regulations
- Mandatory Food Labelling requirements and licensing
- Non-mandatory Food Labelling Information

*Presented By: Small Business BC, Health Canada and The Canadian Food Inspection Agency*

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IN PERSON  
OR  
WEBINAR

**\$49**  
PLUS TAX

## LEGAL REQUIREMENTS

**PACKAGE**

Start Dates:

June 21, 2017

July 14, 2018

August 21, 2017

September 22, 2017

October 27, 2017

November 24, 2017

December 15, 2017

### INCORPORATION: LEGAL AND TAX TIPS

Register for this package to learn from the professionals how and when the best time is to move from a proprietorship/partnership to an incorporated company. Gain valuable knowledge on setting up the legal entity of a corporation in this all day tax and legal information package. This package will save you more than 15% on individual seminar registration.

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**\$99**

PLUS TAX

#### Seminars included:

- TaxSense™ for Incorporating your Business
- Getting Incorporated – Essential Steps and Legal Tips You Need to Know

Dates:

July 14, 2018

1:00 pm – 4:00 pm

August 21, 2017

1:00 pm – 4:00 pm

September 22, 2017

1:00 pm – 4:00 pm

October 27, 2017

1:00 pm – 4:00 pm

November 24, 2017

1:00 pm – 4:00 pm

December 15, 2017

1:00 pm – 4:00 pm

### GETTING INCORPORATED – ESSENTIAL STEPS AND LEGAL TIPS

Attend this seminar to learn about the benefits of corporations, how to incorporate your business and legal tips that will help you with "life after incorporation". This seminar is ideal for anyone who wants to get incorporated properly and learn how to carry on business as a corporate entity!

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WEBINAR

**\$59**

PLUS TAX

#### Learning Objectives:

- Recognize the advantages of corporations.
- Understand the roles of shareholders, directors, officers and others in the corporate structure.
- Identify the essential steps that must be followed to properly create and organize your corporation.
- Explore additional steps that may be necessary if you're incorporating an existing business, e.g. a proprietorship, and the common pitfalls to avoid.
- Know the mandatory corporate requirements that must be followed each year to keep your corporation alive and in good standing.
- Get helpful legal tips for carrying on business, as a corporate entity after the incorporation is complete.

**Presented By: Jason Harris of Simply Legal Law Corporation**

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Dates:

August 24, 2017  
10:30 am-12:00 pm

October 25, 2017  
1:00 pm-2:30 pm

## NEGOTIATING CONTRACTS: GET THE RIGHT DEAL

Throughout your small business life, you'll be faced with a numerous client and supplier contracts. But do you know the common legal terms in commercial contracts? Or the key strategies that allow you to negotiate a favourable contract?

Delivered by Brian Rudy of Synergy Business Lawyers, this seminar will teach you strategic negotiation methods and explain the key contractual terms you will encounter in the course of your business.

Suitable for both new and experienced small business owners.

Types of contracts covered include:

- Partnership Contracts
- Independent Contractor Agreements
- Supplier Contracts
- Security Agreements
- Non-Disclosure Agreements
- Commercial Lease contracts (and more!)

Key takeaways:

- Negotiation strategies you can use
- Understand the complex negotiation timeline
- Know the appropriate contract considerations and objective criteria
- Contractual terms that will make a difference for your business

*Presented By: Brian Rudy of Synergy Business Lawyer*

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IN PERSON

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WEBINAR

**\$49**  
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Dates:

July 26, 2017  
9:00 am – 12:00 pm

October 6, 2017  
9:00 am – 12:00 pm

## TRADEMARKS COPYRIGHT PATENTS & MORE

Do you know if the work you create belongs to you? Or how to prevent others from copying your ideas? Attend this seminar and hear from an intellectual property lawyer on the various forms of intellectual property protection and how they can safeguard your business.

Learning Objectives:

- Overview of Types of Intellectual Property – when to consider patent, trademark, copyright, or design protection
- Overview of Trademark Protection – what are trademarks and how to protect them, and how to avoid disputes over trademarks
- Overview of Copyright Protection – what is copyright and how to avoid common pitfalls

Not sure of the types of intellectual property protection available? Visit [www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca) to find out the different forms of intellectual property available to you; then join Jennifer Marles to learn the legal steps involved in patenting your small business.

*Presented By: A representative of Oyen Wiggs Green & Mutala LLP*

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IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

## MARKETING AND SALES

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### Dates:

August 25, 2017  
1:00 pm – 4:00 pm

October 30, 2017  
1:00 pm – 4:00 pm

November 29, 2017  
1:00 pm – 4:00 pm

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### CREATE YOUR STARTER WEBSITE ON WORDPRESS

Are you one of the many businesses looking to get your first website up and running? Do you have some great content ready, but lack the skills to do it yourself

IN PERSON

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WEBINAR

Join us for an interactive step-by-step tour of WordPress and leave with a basic website of your own. Getting started is easier than you think on this user-friendly platform that will help you tell the world about your small business.

**\$59**  
PLUS TAX

This seminar will help you:

- Know what to look for when selecting a web host
- Install a WordPress theme and begin to edit the contents for your new site
- Become comfortable navigating the WordPress Dashboard
- Get started on organizing content and adding media like images, video and audio
- Access the power of plugins, widgets and theme settings

*Presented By: Simon Rai, Raize Digital*

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### Dates:

July 19, 2017  
1:00 pm – 4:00 pm

October 23, 2017  
1:00 pm – 4:00 pm

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### PITCH PERFECT: CRAFT YOUR STARTUP PITCH TO SUCCESS

You've built the Next Big Thing and now it's time to share it with the world. Whether you're telling friends and family, recruiting a team or asking for money, your startup pitch will be essential to your business success.

IN PERSON

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WEBINAR

Begin with a practice thirty-second pitch and leave with an improved elevator pitch and plans for a slide deck. Feel prepared to pitch in front of prospective lenders, investors, partners, and high-calibre personnel. Be ready for impromptu encounters and networking events as you tell others about new business in a simple yet compelling way.

**\$39**  
PLUS TAX

This seminar will help you:

- Understand the keys to a strong pitch
- Convey your value proposition clearly and concisely
- Create an investor-ready slide deck by going through elements you need
- Build confidence in talking about your business in an efficient and effective manner

*Presented by: Dylan Hrycshen, Small Business BC*

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### NETWORK AND COMMUNICATE WITH CONFIDENCE PACKAGE

Recording Available for sale

Register for this package to learn how to communicate and network with confidence!

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WEBINAR

This package will save you more than 24% on individual seminar registration.

**\$59**  
PLUS TAX

Seminars included:

Communicate with Confidence: Your Key to Improving Sales and Trust

Networking for Success: Making Valuable Connections

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Dates:

June 23, 2017  
9:00 am – 12:00 pm

## COMMUNICATE WITH CONFIDENCE: YOUR KEY TO IMPROVING SALES AND TRUST

Start developing the speaking skills you need to obtain financing, attract clients, generate leads and set yourself apart from other small business owners.

Learn how to talk about your business with confidence, deliver persuasive presentations, and connect with your audience to gain their trust.

This seminar will help you:

- Identify and address your client's pain points
- Learn how to think less but connect more
- Manage nervousness and negative self-talk through self-awareness
- Avoid the top 3 mistakes that undermine trust
- Exude a sense of confidence and expertise

*Presented by: Lucas Mattiello of Level Up Living*

IN PERSON

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WEBINAR

**\$39**  
PLUS TAX

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Dates:

September 11, 2017  
1:30pm – 3:30pm

November 20, 2017  
1:30pm – 3:30pm

## NETWORKING FOR SUCCESS: MAKING VALUABLE CONNECTIONS

Looking for more customers, an investor for your business, or a new supplier? Your network of friends, business associates and contacts is where you'll find them.

In this interactive session you will learn the skills to navigate an event, how to build your network and how to make new connections.

This seminar will help you:

- Choose the right events to spend your valuable time
- Form connections with people, starting with a strong self-introduction
- Make the most out of any networking event with five key strategies
- Avoid the three most common networking mistakes

*Presented by: Cathy Kuzel, Business Development Strategist and Coach*

IN PERSON

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WEBINAR

**\$39**  
PLUS TAX

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Dates:

July 5, 2017  
1:00 pm – 2:30 pm

## HOW TO GET MEDIA COVERAGE FOR YOUR BUSINESS

Whether it's print, online, TV or radio, every business wants to get in the media's limelight. By aligning your knowledge, expertise or opinion with what an editor or producer might need; and then knowing how to send a good pitch, you'll be able to your name and company into the media.

This seminar focuses on the basic information of how to communicate with journalists and editors, along with examples of what makes a good pitch. As an editor with 15 years of experience, Baila Lazarus has read and heard thousands of story pitches. She can tell you what grabs an editor's or producer's attention - and it's not what you might think.

Whether you work in a small business, multinational corporation or PR company trying to get more coverage for your clients, this workshop will help you understand basic steps to accomplish your media goals.

Learning Objectives:

- Understand why, as a business owner, you want to access the media
- How to effectively access media channels

IN PERSON

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WEBINAR

**\$39**  
PLUS TAX

- Learn how to make contact with media, fill a need and write a pitch.

**Presented by: Baila Lazarus of Phase2Coaching**

Dates:

July 6, 2017  
1:00pm – 4:00pm

August 10, 2017  
1:00pm – 4:00pm

September 26, 2017  
1:00pm – 4:00pm

November 10, 2017  
1:00pm – 4:00 pm

December 4, 2017  
1:00pm – 4:00pm

## MARKETING ESSENTIALS FOR SMALL BUSINESS

This seminar will help you focus on what your business has to offer and how you can communicate your message successfully. Delivered in a fast paced, interactive style filled with examples to get your entrepreneurial ideas flowing and leave with the next steps for a marketing plan.

Learning Objectives:

- Learn how to craft your message and select the right tools to effectively reach your target market.
- Discuss various media choices with particular emphasis on the changing media landscape and how digital media is altering the consumer decision-making process.
- Find out the cost effective marketing options for small business.

IN PERSON  
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WEBINAR

**\$59**  
PLUS TAX

**Presented By: Mary Charleson of Charleson Communications**

Dates:

Recordings available for sale

## MARKETING IN A DIGITAL WORLD FOR SMALL BUSINESS

Did you know that 84.5% of the world's population are online? And 89% of those consumers shop online. In an era of instant gratification, your clients are looking for immediate information on your products and business, personalized to them and accessible wherever they are.

Attend this seminar and learn more about the new trends in digital marketing and your five essential tools for creating a great online presence.

This seminar will help you:

- Find out the three keys to successful search engine optimization (SEO) and Search Engine Marketing (SEM)
- Learn about the importance of mobile optimization and mobile local search
- Understand the importance of content and updating your website.
- Discover the five essential techniques for social media success
- Understand out how to track and measure results

IN PERSON  
OR

WEBINAR  
**FREE**

**Presented by: Yellow Pages Group**

Dates:

August 18, 2017  
1:00 pm – 4:30 pm

September 18, 2017  
1:00 pm – 4:30 pm

October 26, 2017  
1:00 pm – 4:30 pm

November 27, 2017  
1:00 pm – 4:30 pm

## MASTERING SOCIAL MEDIA TO GROW YOUR SMALL BUSINESS

Just because you know what social media is, does not mean that you necessarily understand how to use it to grow and develop your business. This workshop focuses on understanding social media, what is it and how it's connecting people.

Learning Objectives:

- Learn how/if social media should be an important part of your marketing strategy.
- Understand what opportunities are available for you to leverage social media for business growth and prospecting.

IN PERSON  
OR

WEBINAR

**\$39**  
PLUS TAX

**Presented By: Mhairi Petrovic of Out-Smarts Marketing Inc.**

<p>Dates:</p>	<h2>MOBILE MARKETING: REACHING CUSTOMERS ON THE GO</h2>	<p>IN PERSON OR WEBINAR <b>FREE</b></p>
<p>Recordings available for sale</p>	<p>Making sure your business ranks high in search engine results is key to generating more leads, more traffic, and more sales by reaching today's digital consumer.</p> <p>This seminar will show you how to harness the power of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to extend your digital marketing reach and visibility.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> <li>• How SEM can help promote your business</li> <li>• How to effectively use keywords and analytics</li> <li>• Understand what terms like CPC (cost-per-click) and CTR (click-through-rate) mean</li> <li>• What an effective SEM account structure looks like</li> <li>• How to use A/B testing to make your online advertising more effective</li> <li>• Best practices like Ad Extensions, long tail keywords, and more for a successful SEM campaign</li> </ul>	
	<p><i>Presented by: Yellow Pages Group</i></p>	

<p>Dates:</p>	<h2>REACH MORE CUSTOMERS WITH STRATEGIC SEO AND SEM</h2>	<p>IN PERSON OR WEBINAR <b>FREE</b></p>
<p>Recordings available for sale</p>	<p>Mobile has changed the way customers want to interact with your business. Consumers want information readily available and easy to navigate, no matter where they are.</p> <p>Over 55% of Canadians own a smartphone, meaning mobile marketing strategies are quickly becoming a necessity for every business. But mobile marketing can be overwhelming for small businesses, and few have embraced it.</p> <p>And that creates a competitive opportunity for you.</p> <p>This seminar will help you:</p> <ul style="list-style-type: none"> <li>• Understand the mobile marketing landscape and where valuable opportunities lie</li> <li>• Avoid common mistakes and confusion about mobile marketing</li> <li>• Assess the mobile advertising options available and what would work best for your business</li> <li>• Measure the impact of your efforts through key metrics</li> </ul>	
	<p><i>Presented by: Yellow Pages Group</i></p>	

<p>Dates:</p>	<h2>SALES STRATEGIES FOR SMALL BUSINESS</h2>	<p>IN PERSON OR WEBINAR <b>\$59</b> PLUS TAX</p>
<p>July 18, 2017 9:00 am-12:00 pm</p> <p>September 11, 2017 9:00am – 12:00pm</p> <p>October 13, 2017 9:00am – 12:00pm</p> <p>November 21, 2017 1:00pm – 4:00pm</p>	<p>Unsure how to generate leads and close sales? This seminar is designed to help you become comfortable with the sales process that can help make your business profitable. Come learn the six sales principles for the entrepreneur and how to apply them to your business.</p> <p>Learning Objectives:</p> <p>Define your product offering and target market Learn the tools for effective lead generation Understand the sales cycle Learn how to overcome objections using the quad method Understand effective closing strategies closing strategies and the importance of follow-up</p>	
	<p><i>Presented By: Cathy Kuzel, Business Development Strategist and Coach</i></p>	

## TAX REQUIREMENTS

PACKAGE

### INCORPORATION: LEGAL AND TAX TIPS

Start Dates:

July 14, 2017

August 21, 2017

September 22, 2017

October 27, 2017

November 24, 2017

December 15, 2017

Register for this package to learn from the professionals how and when the best time is to move from a proprietorship/partnership to an incorporated company. Gain valuable knowledge on setting up the legal entity of a corporation in this all day tax and legal information package. This package will save you more than 15% on individual seminar registration.

**Seminars included:**

- TaxSense™ for Incorporating your Business
- Getting Incorporated – Essential Steps and Legal Tips You Need to Know

IN PERSON

OR

WEBINAR

**\$99**

PLUS TAX

Dates:

July 14, 2017

9:00 am – 12:00 pm

August 25, 2017

9:00 am – 12:00 pm

September 22, 2017

9:00 am – 12:00 pm

October 27, 2017

9:00 am – 12:00 pm

November 24, 2017

9:00 am – 12:00 pm

December 15, 2017

9:00 am – 12:00 pm

### TAXSENSE™ FOR INCORPORATING YOUR BUSINESS

At what financial point in your business is it a good idea to incorporate? How can a registered corporation help separate you from your business or partners while optimizing tax benefits? Find out this and more at this seminar.

**Learning Objectives:**

- Discuss the advantages of moving your proprietorship or partnership to a corporation.
- Learn about the tax advantages of being a registered corporation.
- Understand the benefits of using a holding company, deferred income, hiring family members, medical trusts, and how you can utilize the small business capital gains exemption.

**Presented By: Gabrielle Loren of Loren, Nancke & Company, CGA**

IN PERSON

OR

WEBINAR

**\$59**

PLUS TAX



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Dates:

## TAXSENSE™ FOR YOUR BUSINESS

July 21, 2017  
9:00 am – 12:00 pm

So you're thinking of starting, or have already started, a small business but you're unclear on how to structure your business or what to do to keep the bank and the tax man happy. Attend this seminar and find out the different types of structures and the tax benefits of each.

IN PERSON

OR

August 18, 2017  
9:00 am – 12:00 pm

Learning Objectives:

WEBINAR

September 15, 2017  
9:00 am – 12:00 pm

- Discuss the differences a sole proprietor, partnership and corporation can provide to you.
- Understand what defines taxable income, allowable deductions, subcontractors versus employees, payroll traps and tax requirements.
- Learn about tax issues that apply to you and how your financial statements information is viewed by others.

**\$69**  
PLUS TAX

October 17, 2017  
9:00 am – 12:00 pm

**Presented By: Gabrielle Loren of Loren, Nancke & Company, CGA.**

November 17, 2017  
9:00 am – 12:00 pm

December 12, 2017  
9:00 am – 12:00 pm

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Dates:

## MY FIRST YEAR IN BUSINESS – A FINANCIAL OVERVIEW

July 24, 2017  
9:00 am - 12:00 pm

Establishing your financial records and bookkeeping system should be one of the first orders of business when starting your company. You will need to establish a separate business bank account, put together a filing system, and decide how to invoice your clients. Book this seminar today to understand how to establish the right business strategy for your company.

IN PERSON

OR

October 12, 2017  
9:00 am – 12:00 pm

Learning Objectives:

WEBINAR

- Learn the different financial statements your company will need.
- Gain an understanding of the components and difference between the balance sheet, the income statement and cash flow statement.
- Understand what a cash flow statement is and how daily business transactions affect your financial statements.
- Review CRA's requirements for record keeping.

**\$59**  
PLUS TAX

**Presented By: Dianne Mueller of SOMA Business Solutions**

## MARKET RESEARCH

**PACKAGE**

### MARKET RESEARCH FOR YOUR BUSINESS

Start Dates:

June 20, 2017

August 23, 2017

September 20, 2017

October 24, 2017

November 21, 2017

This package is designed for new and existing business owners who want to develop their business strategy by gathering information about current and potential customers, industry trends and competition. In this two part seminar series, Small Business BC's Market Research expert, Mark Eversfield will teach you the important steps of gathering both secondary and primary market research. You will learn how to ask the right questions, collect key data and interpret that information to help you make strategic business decisions.

This package will save you more than 20% on individual seminar registration!

Seminars included:

- Market Research 1 – Find Data That Works for You
- Market Research 2 – Surveys and Focus Groups for Knowing your Customer

IN PERSON

OR

WEBINAR

**\$119**  
PLUS TAX

Dates:

June 20, 2017

9:30 am-3:30 pm

August 23, 2017

9:30 am – 3:30 pm

September 20, 2017

9:30 am – 3:30 pm

October 24, 2017

9:30 am – 3:30 pm

November 21, 2017

9:30 am – 3:30 pm

### MARKET RESEARCH 1 – FIND DATA THAT WORKS FOR YOU

Secondary market research can help you make an informed decision about the viability of your business idea by tapping into already existing data. It's also key to analyzing your target market, competitors, and industry trends.

This will be an interactive and hands-on seminar, so bring your laptop or tablet and let our market research expert Mark Eversfield help you start researching your business idea.

This seminar will help you:

- Identify key resources of secondary data for your business
- Set up automated tools for a continuous feed of customized data
- Differentiate between quantitative and qualitative data
- Know what type of secondary data to look for and how to interpret it
- Discover how secondary data can inform key business decisions

***Presented By: Mark Eversfield, Market Research expert at Small Business BC***

IN PERSON

OR

WEBINAR

**\$69**  
PLUS TAX

Dates:

June 27, 2017

9:30 am-3:30 pm

August 30, 2017

9:30 am – 3:30 pm

September 27, 2017

9:30 am – 3:30 pm

October 31, 2017

9:30 am – 3:30 pm

November 28, 2017

9:30 am – 3:30 pm

### MARKET RESEARCH 2 – SURVEYS AND FOCUS GROUPS FOR KNOWING YOUR CUSTOMER

Do you want to know how much money your customers will spend? What motivates them to buy? How to attract more of your best clients? These answers, and more, can be discovered through primary market research. Join Mark Eversfield, Small Business BC's Market Research Analyst, to learn effective tools for collecting primary research.

This seminar will help you:

- Learn the difference between quantitative and qualitative data
- Discover how to determine your business viability
- Uncover successful methods of collecting data
- Identify the key questions to ask when researching
- Take away on-going information search and monitoring tactics
- Learn key tools for gathering information

This seminar will help you understand how to begin conducting market research for your business.

***Presented By: Mark Eversfield, Market Research expert at Small Business BC***

IN PERSON

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WEBINAR

**\$69**  
PLUS TAX

## OPERATIONS AND PEOPLE MANAGEMENT

**PACKAGE**

### MOTIVATION AND FOCUS MANAGEMENT FOR YOUR TEAM

IN PERSON

OR

WEBINAR

**\$69**

PLUS TAX

#### Dates:

Equip yourself with resources and tools to build your leadership skills and your team. Learn how to motivate your team and how to increase productivity through focus management.

Recordings available for sale

This package will save you nearly 30% compared to individual seminar registration.

Seminars include:

#### How to Motivate Your Employees for Success

#### Boost Your Productivity with Focus Management

*Presented By: Michael Timms, Avail Leadership and Scott Friesen, Simpletivity*

#### Dates:

### BOOST YOUR PRODUCTIVITY WITH FOCUS MANAGEMENT

IN PERSON

OR

WEBINAR

**\$49**

PLUS TAX

Recordings available for sale

Productivity is top of mind for many small business owners and employees, as most are already working hard to balance multiple roles and responsibilities.

It's easy to think that the key to accomplishing more is to just work harder, faster or squeeze more into the day through better time management. But in reality, one of the best ways to be productive is by focusing on the right things at the right times. Adopt specific tools and techniques so that you can get started with your new productivity strategy now.

This seminar will help you:

- Reduce distractions and recurring interruptions
- Stop multitasking and begin working more effectively
- Develop a weekly routine to identify your most important work
- Create a meaningful task list by using the '2-Do' list method
- Stay focused and block out your schedule for top priority work
- Manage your energy and focus instead of your time

*Presented By: Scott Friesen, Simpletivity*

#### Dates:

### HOW TO MOTIVATE YOUR EMPLOYEES FOR SUCCESS

IN PERSON

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WEBINAR

**\$49**

PLUS TAX

Recordings available for sale

Your small business success depends on the team around you. When you combine the energy, knowledge and skills of a motivated group of people then you can accomplish anything. Buy how do you motivate your team to achieve that success?

This seminar will help you:

- Leverage your employees' strengths to unlock their potential
- Set clear goals with your employees to enhance their performance
- Give constructive feedback and use incentives effectively
- Build a management style that leads your team to success

*Presented By: Michael Timms, Avail Leadership*

**NEW**

## CREATE YOUR STARTER WEBSITE ON WORDPRESS

IN PERSON

OR

WEBINAR

Are you one of the many businesses looking to get your first website up and running? Do you have some great content ready, but lack the skills to do it yourself

**Dates:**

June 16, 2017  
1:00 pm-4:00 pm

Join us for an interactive step-by-step tour of WordPress and leave with a basic website of your own. Getting started is easier than you think on this user-friendly platform that will help you tell the world about your small business.

August 25, 2017  
1:00pm – 4:00pm

This seminar will help you:

October 30, 2017  
1:00pm – 4:00pm

- Know what to look for when selecting a web host
- Install a WordPress theme and begin to edit the contents for your new site
- Become comfortable navigating the WordPress Dashboard
- Get started on organizing content and adding media like images, video and audio
- Access the power of plugins, widgets and theme settings

November 29, 2017  
1:00pm – 4:00pm

**Presented By: Simon Rai, Raize Digital**

**\$59**  
PLUS TAX**Dates:**

## RETAIL SUCCESS – HOW TO GET YOUR PRODUCT INTO STORES

October 4, 2017  
9:00am – 12:00pm

Congratulations! You've developed your product, it's ready for consumers, and now it's time to get it into stores. But where do you start?

IN PERSON

OR

WEBINAR

With over 40 years retail and supply chain experience, let Gerry Spitzner help you plan your sales strategy with potential retailers.

November 29, 2017  
9:00am – 12:00pm

This seminar will help you:

- Discover how to approach to retailers and the cardinal rules when pitching your product
- Learn what retailers look for in products and their suppliers
- Understand the common challenges all retailers face, and how to solve them
- Learn the terminology, technology and measurements retailers use to evaluate products for their stores
- Find out how merchandising and retail pricing works
- Discover the logistics and supply chain systems of getting products to the retailers' door

**Presented By: Gerry Spitzner of Retail SOS**

**\$59**  
PLUS TAX**Dates:**

## OPERATIONS FOR SMALL BUSINESS

July 12, 2017  
1:00pm - 3:00pm

Do you know all the essential elements for successfully operating a business? Creating a vision or plan for your operations will provide a framework for success. In this seminar we will explore how you can determine who does what, where, where, how and most importantly why.

IN PERSON

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WEBINAR

August 15, 2017  
1:00pm – 3:00pm

Learning Objectives:

September 12, 2017  
1:00pm – 3:00pm

- Learn how to plan, set up and manage your small business operations
- How to set goals and targets within your team
- Understanding an operations cycle
- Implementing activity based budgeting
- Understanding the value chain and its importance

October 17, 2017  
1:00pm – 3:00pm

**Presented By: Bridget Field, Small Business BC**

**\$39**  
PLUS TAX

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**Dates:**

Recording available for sale

**TOOLKIT FOR MANAGING A SMALL BUSINESS**

Your business is up and running, so what's your next step? It's time to develop tools to manage your small business and achieve your goals.

Make sure your business is on track with strategic priorities and manage day-to-day operations with an effective management toolkit. Take this opportunity to evaluate your current approach to management and learn how to measure performance indications, such as Schedule Attainment, Quality, Service and Speed, in this interactive seminar.

This seminar will help you:

- Develop Key Performance Indicators for their small business
- Identify opportunities for improvement on an ongoing basis
- Measure the experience of customers interfacing with your business
- Get started with building a management toolkit to better meet client needs

**Presented By: Marilouise Muller, Propel Solutions**

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IN PERSON

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WEBINAR

**\$49**

PLUS TAX

**Dates:**

October 3, 2017  
9:30am - 12:00pm

**PARTNERING IN BUSINESS: KEYS TO SUCCESS**

Partners, friends and family members often consider going into business together, but is it the right choice for your business and your relationship? This seminar helps you assess your professional compatibility and shares strategies on how to work together in building your business.

Learn the benefits and challenges of working with partners with interactive activities from a business expert with more than 16 years of experience in a partnership that was both personal and professional. By addressing communication, boundary-setting, work-life balance and more, you'll build a healthy business within the context of the trusting, loving relationship you already have.

This seminar will help you: - Objectively evaluate your compatibility in multiple ways - Understand common misconceptions and challenges of personal and professional partnerships - Create a foundation that will help you build a healthy and effective partnership

**Presented by Joe Markovitch, Business Coach and Co-founder of Solly's Bagelry**

IN PERSON

OR

WEBINAR

**\$49**

PLUS TAX

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**Dates:**

August 14, 2017  
9:00am – 12:00pm

October 16, 2017  
9:00am – 12:00pm

## BUSINESS PLANNING FOR DEVELOPING BUSINESSES

Starting a business is tough, but growing a business is tougher. Develop your growth plan and transition successfully into the next stage of business.

Building the right strategy will help you avoid the pitfalls of growing too quickly or too slowly. Learn how your current business activities are affecting growth and concentrate on removing the barriers.

Learning Objectives:

### Part One: The Growth Environment

- Understand how rapid growth can kill your business
- Discover the four aspects of enterprise
- Find the transition points in your business: micro to small or small to medium
- Identify the three roles a founder plays in growing your business

### Part Two: Developing the Plan

- How to select a team
- Understand the importance of the diagnostic phase
- Using the SWOT analysis for planning
- Learn how to develop and implement strategies
- Discover the myths of planning

If you know that your business has great potential, and you want to take those important first steps in developing it sustainably, then this is the program for you.

As a special bonus, all participants receive a free copy of a Dr. Profit's Tool Kit. This is a financial template with financial tools designed to help you operate and evaluate your business.

*Presented by Bill Erichson of Pacific Training Innovations*

IN PERSON

OR

WEBINAR

**\$69**  
PLUS TAX

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**Dates:**

June 29, 2017  
1:00 pm-3:00 pm

## THE ART OF LETTING AN EMPLOYEE GO

Terminating an employee can be the hardest thing you'll do as an employer. But by being informed, prepared and proactive you can avoid the disruption and costly mistakes to your business.

Delivered by two employment law specialists, this interactive seminar will provide practical tips and case studies. Bring your questions and leave with the right answers for your business.

This seminar will help you:

- Understand that effective terminations start with the employment contract
- Distinguish between the different kinds of notice, and how this can mean saving thousands of dollars
- Grasp the basics of "for cause" and "without cause" terminations
- Learn what constructive dismissal is and how to avoid unintentionally terminating one of your employees
- Spot and avoid a discrimination claim before it becomes a problem

*Presented By: Julie Menten and Matthew Larsen, Roper Greyell Employment and Labour Lawyers*

IN PERSON

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WEBINAR

**\$39**  
PLUS TAX

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**Dates:****ACCESSIBILITY AND ERGONOMICS FOR SMALL BUSINESSES**

Recordings available for sale

Did you know that 15 per cent of the population in British Columbia identifies as having a disability? Learn what government funds you can access to help you create an accommodating workplace and tap into this pool of employees.

Get access to funding for assistive technologies, communication devices, hearing devices, personal attendant care services, interpreting and captioning services and workplace modifications (including vehicle conversions) for new and existing employees.

This seminar will also cover workplace ergonomics, making it relevant for everyone on your team. This seminar will help you:

- Get started on improving your workplace for everyone through better ergonomics
- Tap into support to make your workplace better for prospective and existing employees with disabilities
- Understand the definition of disability in a workplace context and an employer's legal duty to accommodate

**Bonus:** participants attending live in person or on webinar will have a chance to win one of several standing desks, courtesy of Small Business BC

**Presented by:** *Nate Toevs and Laura Bunn, Neil Squire Society*

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WEBINAR  
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**Dates:****DRIVE BUSINESS PRODUCTIVITY THROUGH WELLNESS**

Recordings available for sale

A healthy workplace is one that promotes the well-being of the employee, and provides them with opportunities to engage in healthy behaviours. But first you need to understand their wellness needs. This seminar is designed to help you understand why your employees' health matters and how focusing on wellness can reduce sick leave, improve employee health, boost morale and increase productivity.

This seminar will help you:

- Understand how your team's productivity is related to their wellness
- Discover what wellness priorities your employees have
- Identify ways that encourage employees to participate in wellness activities
- Plan fun and engaging wellness activities to boost team morale and performance

**Presented By:** *a representative of the Canadian Cancer Society*

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**Dates:****GAMIFICATION OF HEALTH: THE RACE TO WELLNESS**

Recordings available for sale

Are you trying to engage your employees in wellness exercises but find yourself met with silence? Liven up your activities to get your employees about wellness in the workplace with humour, games and a little healthy competition in this interactive seminar.

This seminar will help you:

- Learn how having fun in the workplace relates to health and productivity
- Understand gamification and how it can encourage long-term behaviour change
- Discover how to incorporate elements of game play into your workplace wellness program
- Gain insight on how other businesses in BC are using engaging wellness activities to boost positivity in the workplace

**Presented By:** *a representative of the Canadian Cancer Society*

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**Dates:**

Recordings available for sale

**GETTING IT "WRITE": HOW TO DRAFT AN EFFECTIVE EMPLOYMENT CONTRACT**

Written employment contracts are always the best bet for employers, including small businesses. Having clarity in employee relationships can avoid costly legal pitfalls, making written employment contracts simply good business.

When it comes to safeguarding your business during key junctures like terminations, or protecting your business interests and trade secrets by using non-competition and confidentiality clauses, don't leave room for error. With a clear, written employment contract you can be confident that the roles and rights of both the employer and the employee are well-defined.

This seminar will help you:

- Avoid the legal ambiguity of not having a written employment contract
- Understand the components of a written employment contract
- Draft a simple employment contract to protect your business interests

**Presented By: Matthew Larsen and David Louie, Roper Greyell Employment and Labour Lawyers**

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**Dates:**

Recordings available for sale

**NAME YOUR BUSINESS FOR SUCCESS**

You have a brilliant product or service and your business is ready to launch – all you need is a name.

Choosing the perfect business name can be a struggle. You need to consider who your audience is, the domain names available, if it's already in use, and of course, the legal considerations. But there's no need to feel overwhelmed.

Join us for this interactive seminar that will get your creative juices flowing and help you choose the business name you need for success.

This seminar will help you:

- Create names in a supportive, workshop-style atmosphere
- Gain different perspectives to make sure your choice suits your business
- Understand registration requirements and website domain registration processes to ensure your name is feasible
- Get insight into legal regulations to avoid intellectual property complications

**Presented By: Michael Marsland-Root (Owner, Red Five Design), Bridget Field(Client Services Manager, Small Business BC), and Stephanie Melnychuk(lawyer, Oyen Wiggs Green & Mutala LLP).**

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**Dates:**

Recordings available for sale

**RECRUIT YOUR IDEAL EMPLOYEE**

Are you looking for your next perfect employee? Arm yourself with what you need to find strong candidates for your company, better assess applications, and get your new recruit off to a great start.

This seminar will help you:

- Write strong job descriptions and find cost-effective places to post them
- Efficiently screen job applicants prior to interviews
- Conduct effective interviews and identify the best candidates
- Understand your recruitment responsibilities in relation to the law
- Develop a successful onboarding program, with the help of sample plans

**Presented By: Susan Bains, Holistic HR**

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**Dates:**

**SUCCESSION PLANNING FOR SMALL BUSINESS**

Recordings available for sale

Whether it's retirement, adventure or a new project, the time will come for you to move on from your business. But is your business ready for you to leave it behind? When you're busy running the day-to-day operations, it's likely the last thing on your mind. Additionally, life can have surprises and unexpected situations that may affect your business drastically. The best way to prepare is succession planning, which will help ensure your financial future and the longevity of your company.

Learning Objectives:

- Learn the benefits of early succession planning
- Family Transition considerations
- Alternate succession options
- Determine how to choose a successor
- Understand what the value of your business is and how to optimize it

***Presented by Arthur Klein of Pacific M&A and Business Brokers***

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## PANEL-FORMAT SEMINARS

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**Dates:**

TBD &  
Recordings available for sale

### ROAD TO FOOD TRUCK SUCCESS: FROM LICENSES TO LESSONS LEARNED

Are you interested in joining the vibrant food truck scene and learning from some of the best? Wondering about where and how to obtain a license for a food truck business?

Join us at this panel-format seminar that features successful food truck owners sharing valuable advice on starting and operating a food truck. Find out about licensing requirements and meet a municipal government representative so you can get started right.

This seminar will help you:

Understand the different aspects of starting and running a food truck, from marketing to logistics

Become familiar with the permits, licensing and food safety requirements

Get started on developing relationships with vendors and suppliers

Find the right balance between daily operations and strategic growth, e.g. developing new menu ideas

*Facilitated By: Ryan Slater (The Juice Truck), alongside a panel of industry experts, including Danison Buan (Mr. Arancino), David Munro (City of Coquitlam), Jason Apple (Gourmet Syndicate) and Nathen Shandler (Beljam's Waffles)*

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**Dates:**

TBD &  
Recordings available for sale

### GET READY FOR FARMERS, POP-UP AND CRAFT MARKETS

Farmers markets, pop-up markets and craft markets have become staples in many communities across BC. More and more consumers want to support unique, locally-based products and vendors. Have you tried your hand at being a vendor? Do you want to start selling at a community-based market?

This panel-format seminar brings together organizers and experienced vendors from a range of community-based markets to share proven ideas and success ways of "working the event."

This seminar will help you:

- Understand what successful vendors do in terms of packaging, selling in person, identifying audiences and how to "keep things fresh"
- Bring your idea further to becoming "market ready"
- Identify the kinds of markets best suited for your goods
- Navigate the (juried) application process to becoming a vendor
- Become aware of costs, rules and regulations for your type of product

**Facilitated By: Tamara Komuniecki (Delish General Store), alongside a panel of industry experts from various farmers, pop-up, and craft markets. Including:**

Jenna Herbut (make it!), Lana Lepper (LanaBetty), Melissa Maltais (Royal City Farmers' Market), Yashar Nijati (thisopenspace) and Jeff Penner (Minimoc).

Alice Bai (Little Mountain Shop), Andrea Wong (AW handbags), Derek Gaw (MakerLabs), Jill Smith (Bees Wax Works), Natasha Neale (Little Mountain Shop), Roberta LaQuaglia (Vancouver Farmers Markets), and Shannon Lorenz (Refresh Market).

Cherise McGee (Langley Community Farmers Markets), Monique Cherrie (Makeshift Spaces), and Robert Tucker (Got Craft).

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## KEYS TO A SUCCESSFUL SUBSCRIPTION BUSINESS

**Dates:**

TBD &  
Recordings available for sale

Consumer buying habits are changing with greater demand for faster, hassle-free shopping. The subscription-based business model is increasingly successful and popular recently because of its ability to meet consumers' demand for uniqueness and convenience, while offering businesses a consistent customer base and revenue.

This panel format seminar brings together experienced business owners who have successfully started and grown their subscription-based businesses. Gain valuable insights from them as they share their proven marketing tactics and discuss how they overcame their biggest obstacles.

This seminar will help you:

- Learn the key factors behind successful subscription-based businesses
- Understand what successful vendors do in terms of branding, packaging and getting their goods to the consumer
- Learn about proven sales and marketing tactics from successful subscription-based business owners

Facilitated By: Olivia Canlas (meowbox), alongside a panel of industry experts including Francois Deschenes (meowbox), Jessica Bilmer (ElleBoxCo), Michael Menashy (Tea Sparrow), Neil Thomson (Naked Snacks), and Robert Madden (OwlCrate).

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**Dates:**

TBD &  
Recordings available for sale

## CONVENIENCE AS YOUR UNIQUE SELLING PROPOSITION: WHY AND HOW

Are you having trouble finding a business model that differentiates yourself from your competitors? You're not alone. Carve out a niche by focusing on creating a customer experience that's convenient for the modern consumer.

Join us for a panel discussion with successful businesses that feature convenience as their unique selling proposition. Learn to distinguish your business by meeting the needs of today's customers who value their time above all else.

This seminar will help you:

Create or change your business to provide the most convenient customer experience for your target market

Build a brand strategy that integrates all aspects of the business, from marketing to operations

Develop your business model by seeing how fellow entrepreneurs conceptualized theirs

**Facilitated By: Michael Steele (The Good Stuff), alongside a panel of industry experts from various convenience-based businesses, including Adam Brosgall (Brosgall Legal), Fez Rismani (Daily Delivery), Kim Hall (Physio2U), Mandy Gill (MGM Fit Foods), and Samantha Dobo (Tasty Greens).**

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## SOCIAL IMPACT FOR SMALL BUSINESS

**Dates:**

TBD &  
Recordings available for sale

Doing good while doing business can be the best way to keep you and your team motivated on your way to success.

Join us for a panel-format discussion that will cover ways your small business can do good. Meet successful entrepreneurs who are actively giving back, learn from their lessons and walk away feeling inspired. You'll be sure to get new ideas for how you can build social impact into your business.

This seminar will help you:

Realize the gamut of possibilities for small businesses to have social impact

Consider how and how much social impact can factor into your business

Develop a process to evaluate options for social impact and determine fit

Tie your social impact strategy to your promotional, personnel, and branding strategies

Facilitated By: Annika Reinhardt (Social Bites), alongside a panel of industry insiders including Andrew Hall (Mealshare), Clare Hamilton-Eddy (Yulu PR), Michelle Malpass (Traction on Demand), and Sharon Davis (Giving Well).

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