

# Seminar Catalogue

January – June 2018



# 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.

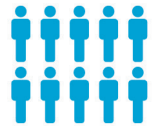
Cancellation requests may be submitted by phone, email, online or in person. If you have any questions or concerns about our cancellation policy, please contact us at [education@smallbusinessbc.ca](mailto:education@smallbusinessbc.ca) or at 604-775-5525.

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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# January 2018

January 2018

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
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February 2018

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19	20	21	22	23	24	25
26	27	28				

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>Jan 1, 18</p> <p>← Not Available</p> <p>New Year's Day</p>	<p>2</p>	<p>3</p>	<p>4</p>	<p>5</p>
<p>8</p>	<p>9</p> <p>9:00am 12:00pm Business Finance 1 - Understanding Financial Statements \$69</p> <p>1:00pm 4:00pm Business Finance 2 - Financial Analysis \$69</p>	<p>10</p> <p>9:00am 12:00pm Anatomy of a Business Plan: What you Need to Get Started \$59</p>	<p>11</p> <p>10:30am 1:00pm Hire the Right Candidate \$49</p> <p>1:00pm 3:00pm Key Employment Law Issues for Small Business \$39</p>	<p>12</p> <p>1:00pm 4:00pm TaxSense for Your Business \$69</p> <p>1:00pm 2:30pm Publicity for Your Business \$39</p>
<p>15</p> <p>9:00am 12:00pm Reach More Customers with Google Adwords \$49</p>	<p>16</p> <p>9:00am 12:00pm Business Viability 1 \$69</p> <p>1:00pm 4:00pm Business Viability 2 \$69</p>	<p>17</p> <p>9:00am 12:00pm TaxSense for Incorporating Your Business \$59</p> <p>1:00pm 4:00pm Business Mapping: Developing a Smart Business Model \$59</p>	<p>18</p> <p>10:30am 12:00pm What is My Business Worth: Preparing Your Business for Sale \$49</p> <p>1:00pm 2:00pm Building Employee Skills: How to Access the Canada-B.C. Job Grant</p>	<p>19</p> <p>9:30am 3:30pm Market Research 1 - Finding Data that Works for You \$69</p>
<p>22</p> <p>10:30am 12:00pm Build in Canada Innovation Program- FREE</p>	<p>23</p> <p>9:30am 11:00am Understanding CETA: Benefit from Canada's Trade Agreement with the E.U.- FREE</p> <p>1:00pm 4:00pm Create Your Starter Website on Wordpress \$59</p>	<p>24</p> <p>9:00am 12:00pm Start Smart 1 \$29</p> <p>1:00pm 4:00pm Start Smart 2 \$29 (\$49 for package)</p>	<p>25</p> <p>10:30am 12:00pm How to Do Business with the Federal Government- FREE</p> <p>1:00pm 3:00pm Pitch Perfect: Craft Your Startup Pitch to Success \$39</p>	<p>26</p> <p>9:00am 12:00pm Operations for Small Business \$39</p> <p>1:00pm 4:00pm Marketing Essentials for Small Business \$59</p>
<p>29</p> <p>9:00am 12:00pm My First Year In Business A Financial Overview \$59</p> <p>1:00pm 4:00pm Instagram Marketing for Busy Entrepreneurs \$49</p>	<p>30</p> <p>9:30am 3:30pm Market Research 2 - Surveys and Focus Groups for Knowing your Customer \$69</p>	<p>31</p> <p>9:00am 12:30pm Mastering Social Media To Grow Your Small Business \$39</p> <p>1:00pm 4:00pm Retail Distribution Success   How to Get Your Product Into Stores</p>	<p>Feb 1</p>	<p>2</p>

# February 2018

February 2018							March 2018						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4				1	2	3	4
5	6	7	8	9	10	11	5	6	7	8	9	10	11
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26	27	28					26	27	28	29	30	31	

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Jan 29	30	31	Feb 1 10:30am 12:00pm Finding and Bidding on Opportunities with the Government of Canada- FREE 1:00pm 4:00pm TaxSense for your Business \$69	2
5	6	7	8	9
12 Family Day - SBBC Closed	13 1:00pm 4:00pm Business Mapping: Developing a Smart Business Model \$59	14 9:00am 12:00pm Anatomy of a Business Plan: What you Need to Get Started \$59	15 10:30am 11:30am Building Employee Skills: How to Access the Canada-B.C. Job 1:00pm 4:00pm Doing Business with the Government of Canada - Half Day Condensed	16 9:00am 12:00pm Starting A Consulting Business \$59 1:00pm 4:00pm TaxSense for Incorporating Your Business \$59
19 9:00am 12:45pm Understanding Regulations for Importing \$49 1:00pm 4:00pm Trademarks, Copyright, Patents and More \$39	20 9:30am 3:30pm Market Research 1 - Finding Data that Works for You \$69	21 9:00am 12:00pm Start Smart 1 \$29 1:00pm 4:00pm Start Smart 2 \$29 (\$49 for package)	22 1:00pm 4:00pm Marketing Essentials for Small Business \$59	23 SBBC Awards 10:00am 11:30am Publicity for Your Business \$39
26 9:00am 12:00pm Operations for Small Business \$39	27 9:30am 11:00am Developing an Effective Export Plan- FREE	28 9:30am 3:30pm Market Research 2 - Surveys and Focus Groups for Knowing your Customer \$69	Mar 1	2

# March 2018

March 2018							April 2018						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30						

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Feb 26	27	28	Mar 1 10:30am 12:00pm Buying a Business (Mandarin Version) \$39	2
5	6 9:00am 12:00pm Business Viability 1 \$69 1:00pm 4:00pm Business Viability 2 \$69	7 1:00pm 3:00pm Pitch Perfect \$39	8 10:30am 11:30am Building Employee Skills: How to Access the Canada-B.C. Job 1:00pm 4:00pm Business Mapping: Developing a Smart Business Model \$59	9 9:00am 12:00pm TaxSense for Your Business \$69 1:00pm 4:30pm Mastering Social Media To Grow Your Small Business \$39
12	13 10:30am 12:00pm Finding and Bidding on Opportunities on with the Government of Canada- FREE 1:00pm 4:00pm Create Your Starter Website on WordPress \$59	14 9:00am 12:00pm Anatomy of a Business Plan: What you Need to Get Started \$59	15 10:30am 12:00pm How to Do Business with the Federal Government- FREE	16 9:00am 12:00pm TaxSense for Incorporating Your Business \$59
19	20	21	22	23
H.S. Spring Break				
	1:00pm 3:30pm Partnering in Business: Keys to Success \$49	9:00am 12:00pm Start Smart 1 \$29 1:00pm 4:00pm Start Smart 2 \$29 (\$49 for package)	10:30am 12:00pm Buying a Business \$39 1:00pm 4:00pm Marketing Essentials for Small Business \$59	9:30am 3:30pm Market Research 1 - Finding Data that Works for You \$69
26	27	28	29	30
H.S. Spring Break				
1:00pm 4:00pm Instagram Marketing for Busy Entrepreneurs \$49	9:30am 3:30pm Market Research 2 - Surveys and Focus Groups for Knowing your Customer \$69	9:00am 12:00pm Operations for Small Business \$39 1:00pm 4:00pm Retail Distribution Success   How to Get Your Product Into Stores	1:30pm 3:00pm Build in Canada Innovation Program- FREE	Good Friday - SBBC Closed

# April 2018

April 2018							May 2018						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>Apr 2</b> ← H.S. Spring Break Easter Monday - SBBC Closed	<b>3</b> 9:00am 12:00pm Business Finance 1 - Understanding Financial Statements 1:00pm 4:00pm Business Finance 2 - Financial Analysis \$69	<b>4</b> 9:00am 12:00pm TaxSense for Your Business \$69	<b>5</b> 1:00pm 4:00pm Getting Started with Email Marketing \$39	<b>6</b> 9:00am 12:00pm Starting A Consulting Business \$59
<b>9</b> 1:00pm 4:00pm Business Mapping: Developing a Smart Business Model \$59	<b>10</b> 9:00am 12:00pm Business Viability 1 \$69 1:00pm 4:00pm Business Viability 2 \$69	<b>11</b> 9:00am 12:00pm Anatomy of a Business Plan: What you Need to Get Started \$59 1:00pm 2:30pm Negotiating Contracts: Get the Right Deal \$49	<b>12</b> 10:30am 1:00pm Hire the Right Candidate \$49 1:00pm 3:00pm Key Employment Law Issues for Small Business \$39	<b>13</b> 9:00am 12:00pm TaxSense for Incorporating Your Business \$59
<b>16</b> 9:00am 12:00pm Reach More Customers with Google Adwords \$49	<b>17</b> 1:00pm 4:00pm Marketing Essentials for Small Business \$59	<b>18</b> 9:00am 12:00pm Start Smart 1 \$29 1:00pm 4:00pm Start Smart 2 \$29 (\$49 for package)	<b>19</b> 9:30am 3:30pm Market Research 1 - Finding Data that Works for You \$69	<b>20</b> 9:00am 12:45pm Understanding Regulations for Importing \$49
<b>23</b> 9:00am 12:00pm My First Year In Business A Financial Overview \$59	<b>24</b> 9:30am 3:30pm Market Research 2 - Surveys and Focus Groups for Knowing your Customer \$69	<b>25</b> 9:00am 12:00pm Operations for Small Business \$39	<b>26</b> 10:30am 12:00pm What is My Business Worth: Preparing your Business for Sale \$49 1:00pm 2:30pm Publicity for Your Business \$39	<b>27</b>
<b>30</b> 1:00pm 4:00pm Instagram Marketing for Busy Entrepreneurs \$49	<b>May 1</b>	<b>2</b>	<b>3</b>	<b>4</b>

# May 2018

May 2018

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June 2018

Mo	Tu	We	Th	Fr	Sa	Su
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Apr 30	May 1 9:00am 12:00pm TaxSense for your Business \$69	2 9:00am 12:00pm TaxSense for Incorporating Your Business \$59	3	4
7	8	9 9:00am 12:00pm Anatomy of a Business Plan: What you Need to Get Started \$59 1:00pm 4:00pm Create Your Starter Website on WordPress \$59	10	11
14	15 9:00am 12:00pm Pricing and Costing Your Product \$69 1:00pm 3:00pm Pitch Perfect \$39	16 1:00pm 4:00pm Business Mapping: Developing a Smart Business Model \$59	17 1:00pm 4:00pm Marketing Essentials for Small Business \$59	18
21 Victoria Day - SBBC Closed	22 9:30am 3:30pm Market Research 1 - Finding Data that Works for You \$69	23 9:00am 12:00pm Start Smart 1 \$29 1:00pm 4:00pm Start Smart 2 \$29 (\$49 for package)	24 1:00pm 4:30pm Mastering Social Media to Grow Your Small Business \$39	25
28 9:00am 12:00pm Instagram Marketing for Busy Entrepreneurs \$49	29 9:30am 3:30pm Market Research 2 - Surveys and Focus Groups for Knowing your Customer \$69	30 9:00am 12:00pm Operations for Small Business \$39 1:00pm 4:00pm Retail Distribution Success   How to Get Your Product Into Stores \$59	31 10:30am 12:00pm Buying a Business (Mandarin Version) \$39	Jun 1



# June 2018

June 2018							July 2018						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
					1	2	3						1
4	5	6	7	8	9	10	2	3	4	5	6	7	8
11	12	13	14	15	16	17	9	10	11	12	13	14	15
18	19	20	21	22	23	24	16	17	18	19	20	21	22
25	26	27	28	29	30		23	24	25	26	27	28	29
							30	31					

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
May 28	29	30	31	Jun 1
4	<p>9:00am 12:00pm Business Viability 1 \$69</p> <p>9:00am 12:00pm TaxSense for Your Business \$69</p> <p>1:00pm 4:00pm Business Viability 2 \$69</p>	<p>9:00am 12:00pm Anatomy of a Business Plan: What you Need to Get Started \$59</p> <p>1:00pm 2:30pm Negotiating Contracts: Get the Right Deal \$49</p>	<p>1:00pm 2:30pm Publicity for Your Business \$39</p>	<p>9:00am 12:00pm Trademarks, Copyright, Patents and More \$39</p>
11	<p>9:00am 12:00pm Starting A Consulting Business \$59</p> <p>1:00pm 4:00pm Business Mapping: Developing a Smart Business Model \$59</p>	<p>9:00am 12:00pm TaxSense for Incorporating Your Business \$59</p>	14	<p>9:00am 12:45pm Understanding Regulations for Importing \$39</p> <p>1:00pm 4:00pm Marketing Essentials for Small Business \$59</p>
<p>9:00am 12:00pm Instagram Marketing for Busy Entrepreneurs \$49</p>	<p>9:00am 12:00pm Business Planning for Developing Businesses \$69</p> <p>9:30am 3:30pm Market Research 1 - Finding Data that Works for You \$69</p>	<p>9:00am 12:00pm Start Smart 1 \$29</p> <p>1:00pm 4:00pm Start Smart 2 \$29 (\$49 for package)</p>	21	22
25	<p>9:30am 3:30pm Market Research 2 - Surveys and Focus Groups for Knowing your Customer \$69</p>	27	<p>1:00pm 4:00pm Getting Started With Email Marketing \$39</p>	29

## SEMINAR PROGRAMS

Program dates:

### FOCUSED BUSINESS PLANNING

January 10, 2018

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

February 13, 2018

OR

March 6, 2018

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.

WEBINAR

April 9, 2018

**Program includes 27+ hours of education (value of \$551) delivered by industry experts:**

**\$419**  
PLUS TAX

May 9, 2018

Nine Seminars include:

May 30, 2018

- 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
- Anatomy of a Business Plan: What You Need to Get Started

## BUSINESS PLANNING

Dates:

Jan 17, 2018  
1:00pm – 4:00pm

February 13, 2018  
1:00pm – 4:00pm

March 08, 2018  
1:00pm – 4:00pm

April 09, 2018  
1:00pm – 4:00pm

May 16, 2018  
1:00pm – 4:00pm

June 12, 2018  
1:00pm – 4:00pm

### 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.

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: Dylan Hrychychen of Small Business BC*

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX

Dates:

TBD

### 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 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

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

IN PERSON

OR

WEBINAR

**FREE**

## EXITING YOUR BUSINESS

Dates:

TBD

### SUCCESSION PLANNING FOR SMALL BUSINESS

Whether its 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:

- Discover how to successfully prepare your business for sale.
- Understand what buyers are looking for.
- Learn how to maximize the value of your business.

*Presented By: Paul Savage of Pacific Business Brokers*

IN PERSON

OR

WEBINAR

**\$49**  
PLUS TAX

Dates:

January 18, 2018  
10:30am – 12:00pm

April 26, 2018  
10:30am – 12:00pm

## WHAT'S YOUR BUSINESS WORTH? – AN INTRODUCTION TO BUSINESS VALUATION

Are you considering selling your business or are you looking for ideas on how to maximize its value? Understanding what your business is worth will help you plan strategically and focus your efforts on the right business components.

IN PERSON

OR

WEBINAR

Learning Objectives:

- Valuation myths and pitfalls
- Introduction to the three primary valuation methods
- The areas you should focus on to drive value in your business

**\$49**  
PLUS TAX

*Presented by: Arthur Klein, Pacific M&A and Business Brokers Ltd*

## EXPORT

Dates:

TBD

## ARE YOU THINKING OF EXPORTING?

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

WEBINAR

Learning Objectives:

- 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

*Presented By: A Representative of Small Business BC*

Dates:

February 27, 2018  
9:30am – 11:00am

## DEVELOPING AN EFFECTIVE EXPORT PLAN

A key element in planning to sell outside of B.C. is an export plan. It will assist you in establishing goals, clarifying your target market, and assessing the financial viability of expanding your business footprint.

IN PERSON

OR

WEBINAR

Join us for this interactive seminar where we'll help you craft an effective Export Plan, and answer all the questions associated with planning to export. This seminar will help you: Develop a strategy to find buyers or partners in new markets Understand the key components needed in an effective export plan Develop a realistic timeline for your exporting goals

**FREE**

*Presented by Allison Boulton, Program Manager, Export Navigator.*

Dates:

January 23, 2018  
9:30am – 11:00am

## UNDERSTANDING CETA: BENEFIT FROM CANADA'S FREE TRADE AGREEMENT WITH THE E.U.

The European Union is the world's second largest market with over 500 million consumers. Of the EU's more than 9,000 tariff lines, approximately 98% will be duty-free on the first day that Canada's new free trade agreement with the European Union comes into force. Thinking of exporting?

IN PERSON

OR

WEBINAR

Join us for this interactive seminar and learn about the fundamentals of the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) and how your business can benefit from it. This seminar will help you: Understand the key terms of CETA Learn how and when the agreement will come into force Learn how to access the opportunities CETA provides

**FREE**

*Presented by Allison Boulton, Program Manager, Export Navigator.*

## FINANCE AND ACCOUNTING

PACKAGE

### BUSINESS FINANCE PACKAGE

Start Dates:

January 9, 2018

April 3, 2018

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 your 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:

January 16, 2018

9:00am – 4:00pm

March 6, 2018

9:00am – 4:00pm

April 10, 2018

9:00am – 4:00pm

June 5, 2018

9:00am – 4:00pm

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:

January 9, 2018

9:00am – 12:00pm

April 3, 2018

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

Dates:

January 9, 2018

1:00pm – 4:00pm

April 3, 2018

1:00pm – 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:

January 16, 2018  
9:00am – 12:00pm

March 6, 2018  
9:00am – 12:00pm

April 10, 2018  
9:00am – 12:00pm

June 05, 2018  
9:00am – 12:00pm

## 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:

January 16, 2018  
1:00pm – 4:00pm

March 6, 2018  
1:00pm – 4:00pm

April 10, 2018  
1:00pm – 4:00pm

June 05, 2018  
1:00pm – 4:00pm

## 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:

January 24, 2018  
9:00am – 12:00pm

April 23, 2018  
9:00am – 12:00pm

## MY FIRST YEAR IN BUSINESS: A FINANCIAL OVERVIEW

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

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WEBINAR

**\$59**  
PLUS TAX

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Dates:

May 15, 2018  
9:00am – 12:00pm

## 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.

IN PERSON

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WEBINAR

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!

**\$59**  
PLUS TAX

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.*

## GOVERNMENT PROCUREMENT

Dates:

February 15, 2018  
1:00pm – 4:00pm

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

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.

IN PERSON

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WEBINAR

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.

**FREE**

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.*

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Dates:

January 15, 2018  
10:30am – 12:00pm

March 15, 2018  
10:30am – 12:00pm

## HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT

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.

IN PERSON

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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.

**FREE**

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

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Dates:

## FINDING AND BIDDING ON OPPORTUNITIES WITH THE GOVERNMENT OF CANADA

February 01, 2018  
10:30am – 12:00pm

Are you interested in learning about the Government of Canada's tendering process?

IN PERSON

March 13, 2018  
10:30am – 12:00pm

Get an overview of [buyandsell.gc.ca](http://buyandsell.gc.ca), which offers access to all of the Government of Canada's tenders and other related procurement information. Get guidance on the Request for Proposal (RFP) process and general information on the bidding and evaluation process.

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WEBINAR

This seminar will help you: Become familiar with the [Buyandsell.gc.ca](http://Buyandsell.gc.ca) website Search for tenders, contract history and standing offers and supply arrangements Use the website to follow opportunities - Understand the different types of opportunities and the bid evaluation and submission process.

**FREE**

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

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Dates:

## THE BUILD IN CANADA INNOVATION PROGRAM: AN OVERVIEW

January 22, 2018  
10:30am – 12:00pm

Are you in the late stages of developing an innovative product or service? The Build in Canada Innovation Program (BCIP) helps Canadian companies move their innovations from the laboratory to the marketplace, by using relevant federal departments to test the product or service.

IN PERSON

March 29, 2018  
1:30pm – 3:00pm

Why attend?

OR

WEBINAR

**FREE**

Learn about how the program provides opportunities to businesses with innovative products and services Understand the call for proposal process Assess your company's eligibility for the BCIP

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

## HUMAN RESOURCES

Dates:

### ACCESSIBILITY AND ERGONOMICS FOR SMALL BUSINESSES

TBD

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.

IN PERSON

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.

OR

WEBINAR

**FREE**

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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Dates:

## DRIVE BUSINESS PRODUCTIVITY THROUGH WELLNESS

TBD

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.

IN PERSON

OR

WEBINAR  
**FREE**

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

TBD

Are you trying to engage your employees in wellness exercises but find yourself met with silence?

IN PERSON

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WEBINAR

**FREE**

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 behavior 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:

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

TBD

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.

IN PERSON

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WEBINAR

**FREE**

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: and David Louie, Roper Greyell Employment and Labour Lawyers*

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Dates:

## HIRE THE RIGHT CANDIDATE

January 11, 2018  
10:30am – 1:00pm

Do you have trouble finding great staff to help your business grow? Never hired before and now sure where to start?

IN PERSON

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WEBINAR  
**\$49**  
PLUS TAX

Your search for the right employees starts before you draft a job description. First you must understand what makes your business a great place to work. Then you must build your strategy to attract, select and retain the team. This seminar will help you: Understand each component of the hiring process through examples, samples, exercises, and discussion. Become familiar with best practices, legal regulations, and new ideas in HR Identify which aspects you should be addressing for the most impact in your organization.

*Presented By: Christina Stewart, Praxis Performance Group*

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Dates:

January 11, 2018  
1:00pm – 3:00pm

April 12, 2018  
1:00pm – 3:00pm

## KEY EMPLOYMENT LAW ISSUES FOR SMALL BUSINESS

The modern workplace environment presents unique challenges for employers. Issues such as bullying / harassment, drug use, social media, and accommodation of disabilities arise unexpectedly, and with increasing frequency.

Is your business prepared to respond to these issues if they arise within your team? Whether you're a new business, or a small business with employees, this seminar will assist you in developing, or updating, the policies you need for the modern workplace. Learning Objectives Prepare for modern workplace issues before they arise. Mitigate the risk for legal liability and for damage to your reputation. Provide guiding principles to help you manage your team fairly and effectively

*Presented by Natasha Jategaonkar, Mathews, Dinsdale & Clark LLP*

IN PERSON

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WEBINAR

**\$39**  
PLUS TAX

Dates:

TBD

## 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

OR

WEBINAR

**\$39**  
PLUS TAX

Dates:

TBD

## 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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WEBINAR

**\$39**  
PLUS TAX

## IMPORT

Dates:

Recording available for sale

## ARE YOU THINKING OF IMPORTING?

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.

Learning Objectives:

- 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.

*Presented By: A Representative of Small Business BC*

IN PERSON

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WEBINAR

**\$59**  
PLUS TAX

Date:

February 19 2018  
9:00am – 12:45pm

April 20, 2018  
9:00am – 12:45pm

June 15, 2018  
9:00am – 12:45pm

## UNDERSTANDING REGULATIONS FOR IMPORTING

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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WEBINAR

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PLUS TAX

## LEGAL REQUIREMENTS

Dates:

April 11, 2018  
1:00pm – 2:30pm

June 6, 2018  
1:00pm – 2:30pm

## 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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PLUS TAX

Dates:

February 19, 2018  
1:00pm – 4:00pm

June 08, 2018  
9:00am – 12:00pm

## 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.

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PLUS TAX

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*

## MARKETING AND SALES

Dates:

TBD

### BRANDING: MORE THAN JUST A LOGO

Why build a brand? Your brand is the emotional connection you make with your customer. It's what builds trust and increases customer loyalty. It's your way of ensuring that your clients clearly understand what your business is about.

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But branding is more than just a logo and a website; it is the story of who you are. It begins with the reason the company started and the benefits you provide. Your brand will follow you as your company grows, establishing the emotion, imagery, and purpose.

Learning Objectives:

- Recognize the steps to create an irresistible brand
- Understand how the concept of IN or OUT branding relates to your target customers
- Discover the importance of connecting your brand strategy to the way you do business
- Learn how your business can ensure your brand is consistent

*Presented By: David Childs of Living Blueprint*

Dates:

TBD

### 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.

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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*

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Dates:

TBD

## EARN MORE BUSINESS: CREATE WINNING PROPOSALS

Requests for Proposals are becoming increasingly popular in the marketplace, and can offer great opportunities for small businesses.

Learn how to locate potential opportunities, organize your submission, mitigate and avoid common mistakes, and ultimately prepare a winning proposal.

This is a fun and interactive session, so come prepared with an open mind, a sense of humour, and lots of questions. You will leave with a tool kit of handouts, samples of successful submissions, plus tips, tricks, prizes and more.

This seminar will help you:

- Uncover useful and strategic tools for creating your next submission
- Embed key messages that will make your proposal stand out
- Transform a boring proposal into a winning one
- Understand what evaluators are looking for in a favorable candidate
- Realize the opportunity of the BC Bid, Alberta Purchasing Connection, and other Canadian procurement sites

*Presented by: Doretta Pintaric and Melissa Sanderson, Market Ink Consulting*

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Dates:

TBD

## 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.*

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PLUS TAX

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Dates:

TBD

## GROW YOUR BUSINESS WITH GOOGLE

Your customers are turning to Google to look for your services or products. But navigating your way through Google's many products can be confusing and expensive as a small business owner.

This seminar will help you:

- Become familiar with how Google "thinks" and what you need to do to have more visibility
- Understand what Google's new algorithm "Mobilegeddon" means for your business' website after April 21, 2015
- Get better Google exposure for your business

*Presented by: Christian Thomson, Marwick Internet Marketing*

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WEBINAR

**FREE**

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Dates:

January 12, 2018  
1:00pm – 2:30pm

February 23, 2018  
10:00am – 11:30am

April 26, 2018  
1:00pm – 2:30pm

June 7, 2018  
1:00pm – 2:30pm

## PUBLICITY FOR YOUR BUSINESS: TRADITIONAL AND NEW MEDIA

Good publicity is one of the most cost effective ways to boost the profile of your business. Whether it's getting on the cover of a magazine, interviewed on television, or being a guest on a podcast, every business should be taking advantage of opportunities in the media.

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PLUS TAX

Harnessing the power of media influencers can do more for your brand and lead generation with far less effort than you might think. Whether it's an editor, producer, podcast host, blogger, Instagrammer, or other media decision-maker, connecting with them is all about aligning your expertise or opinion with what they need and want.

This seminar focuses on how to communicate with traditional and new-media decision-makers and influencers to get yourself seen and heard in front of tens of thousands of their followers. As an award-winning writer, editor and producer with over 15 years of experience, Baila Lazarus has read and heard thousands of story pitches. She can tell you what grabs media's attention – and it's not what you might think.

### Learning Objectives

- Become familiar with the new model of media outreach that allows you to leverage the power of other people's media channels
- Discover how different media channels function and what they're looking for
- Understand how to identify the media channels that will serve your needs
- Learn how to do your research and make contact with a pitch that's going to grab attention

*Presented by: Baila Lazarus of Phase2Coaching*

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Dates:

January 29, 2018  
1:00pm – 4:00pm

February 22, 2018  
1:00pm – 4:00pm

March 22, 2018  
1:00pm – 4:00 pm

April 17, 2018  
1:00pm – 4:00pm

May 17, 2018  
1:00pm – 4:00pm

June 15, 2018  
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.

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PLUS TAX

### 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.

*Presented By: Mary Charleson of Charleson Communications*

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Dates:

TBD

## 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.

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**FREE**

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

*Presented by: Yellow Pages Group*

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Dates:

January 31, 2018  
9:00am – 12:30pm

March 9, 2018  
1:00pm – 4:30pm

May 24, 2018  
1:00pm – 4:30pm

## 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.

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

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Dates:

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## MOBILE MARKETING: REACHING CUSTOMERS ON THE GO

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.

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.

Learning Objectives:

- How SEM can help promote your business
- How to effectively use keywords and analytics
- Understand what terms like CPC (cost-per-click) and CTR (click-through-rate) mean
- What an effective SEM account structure looks like
- How to use A/B testing to make your online advertising more effective
- Best practices like Ad Extensions, long tail keywords, and more for a successful SEM campaign

*Presented by: Yellow Pages Group*

IN PERSON

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WEBINAR  
**FREE**

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Dates:

TBD

## 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:

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## 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, Professional Mentor and Business Coach*

IN PERSON

OR

WEBINAR  
**\$39**  
PLUS TAX



Dates:

TBD

## REACH MORE CUSTOMERS WITH STRATEGIC SEO AND SEM

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.

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.

And that creates a competitive opportunity for you.

This seminar will help you:

- Understand the mobile marketing landscape and where valuable opportunities lie
- Avoid common mistakes and confusion about mobile marketing
- Assess the mobile advertising options available and what would work best for your business
- Measure the impact of your efforts through key metrics

*Presented by: Yellow Pages Group*

IN PERSON

OR

WEBINAR  
**FREE**

Dates:

TBD

## SALES STRATEGIES FOR SMALL BUSINESS

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.

Learning Objectives:

- 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

*Presented By: Cathy Kuzel, Professional Mentor and Business Coach*

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX

Dates:

TBD

## WHY SHOULD CUSTOMERS CARE ABOUT YOUR BUSINESS

One of the keys to a successful business is making customers aware of the problem you'll solve for them. How do you find this problem and the right solution? How can you build a business your customers will care about?

In business lingo, the value proposition is what makes your product or service enticing to customers. You need to understand the problem, the solution, and then link the two with your value proposition. Join others in crafting your value proposition and formulating this basic foundation for building a business. This seminar will help you: Understand and identify your customer and their problem. Communicate what makes your product and services unique. Craft a unique value proposition about what you offer. Strategize about how your value proposition fits in with other aspects of your business using a lean canvas approach

*Presented by Amin Yazdani, Director of Technologies at A.Y Technologies*

IN PERSON

OR

WEBINAR  
**\$49**  
PLUS TAX

## MARKET RESEARCH

**PACKAGE**

Start Dates:

January 19 & 30, 2018

February 20 & 28, 2018

April 17 & 24, 2018

May 22 & 29, 2018

June 19 & 26, 2018

## MARKET RESEARCH FOR YOUR BUSINESS

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 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:

January 19, 2018  
9:30am – 3:30pm

February 20, 2018  
9:30am – 3:30pm

April 17, 2018  
9:30am – 3:30pm

May 22, 2018  
9:30am – 3:30pm

June 19, 2018  
9:30am – 3:30pm

## 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 Analyst at Small Business BC*

IN PERSON

OR

WEBINAR

**\$69**  
PLUS TAX

Dates:

January 30, 2018  
9:30am – 3:30pm

February 28, 2018  
9:30am – 3:30pm

April 24, 2018  
9:30am – 3:30pm

May 29, 2018  
9:30am – 3:30pm

June 26, 2018  
9:30am – 3:30pm

## 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 Analyst at Small Business BC*

IN PERSON

OR

WEBINAR

**\$69**  
PLUS TAX

## OPERATIONS MANAGEMENT

Dates:

TBD

### MAKING BUSINESS PARTNERSHIPS WORK

Couples often consider going into business together, but how do you know whether it's 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.

You will learn the benefits and challenges of working with your partner with interactive activities and exercises. 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:

## OPERATIONS FOR SMALL BUSINESS

January 26, 2018  
9:00am – 12:00pm

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, when, how and most importantly why.

IN PERSON

February 26, 2018  
9:00am – 12:00pm

Learning Objectives:

OR

WEBINAR

March 28, 2018  
9:00am – 12:00pm

- 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

**\$39**  
PLUS TAX

April 25, 2018  
9:00am – 12:00pm

*Presented By: A Representative of Small Business BC*

May 30, 2018  
9:00am – 12:00pm

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Dates:

## SUCCESSION PLANNING FOR SMALL BUSINESS

Recording 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.

IN PERSON

OR

WEBINAR

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

**\$49**  
PLUS TAX

*Presented by Paul Savage of Pacific Business Brokers*

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Dates:

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

January 31, 2018  
1:00pm – 4:00pm

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

March 28, 2018  
1:00pm – 4:00pm

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

WEBINAR

May 30, 2018  
1:00pm – 4:00pm

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

**\$59**  
PLUS TAX

*Presented By: Gerry Spitzner of Retail SOS*

**START SMART SERIES**

Start Dates:  
January 24, 2018  
9:00am – 4:00pm

February 21, 2018  
9:00am – 4:00pm

March 21, 2018  
9:00am – 4:00pm

April 18, 2018  
9:00am – 4:00pm

May 23, 2018  
9:00am – 4:00pm

June 20, 2019  
9:00am – 4:00pm

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:

Jan 17, 2018  
1:00pm – 3:00pm

February 13, 2018  
1:00pm- 3:00pm

March 08, 2018  
1:00pm – 3:00pm

April 09, 2018  
1:00pm – 3:00pm

May 16, 2018  
1:00pm – 3:00pm

June 12, 2018  
1:00pm – 3:00pm

**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.

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: Dylan Hrycshen of Small Business BC*

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX

Dates:

March 22, 2018  
10:30am – 12:00pm

**BUYING A BUSINESS**

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 Business Brokers Ltd.*

IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

Dates:

March 1, 2018  
10:30am – 12:00pm

May 31, 2018  
10:30am – 12:00pm

## BUYING A BUSINESS (MANDARIN VERSION)

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

IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

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。

Dates:

TBD

## 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?

IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

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.

Dates:

TBD

## MAKING BUSINESS PARTNERSHIPS WORK

Couples often consider going into business together, but how do you know whether it's 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.

IN PERSON

OR

WEBINAR

**\$49**  
PLUS TAX

You will learn the benefits and challenges of working with your partner with interactive activities and exercises. 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*

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Dates:

## NAME YOUR BUSINESS FOR SUCCESS

TBD

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

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).*

OR

WEBINAR

**\$49**

PLUS TAX

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Dates:

## POWERING ONLINE PROFILES AND REVIEWS ON GOOGLE AND YELP

TBD

Customers use the internet to find businesses that meet their needs, but it can be very challenging for small businesses to have a full-fledged website. Online profiles through Google Business Pages and Yelp can be a great way to get started on building an effective web presence to gain more business. **IN PERSON**

Learn how to create, update and optimize web profiles with a live step-by-step demonstration alongside fellow entrepreneurs. This seminar will help you set up a Google Business Page and Yelp profile, look at online directories and share valuable strategies about maximizing these profiles to drive traffic to your business. It will also cover online reputation management (ORM) and how to respond to reviews from customers that come through your online profile.

This seminar will help you:

- Set up your Google Business Page and Yelp profile through a live demo
- Identify valuable online directories to drive traffic to your online profiles
- Optimize your responses to online customer reviews
- Maintain and enhance your profile using tools like Google Maps

*Presented By: Stephen Johnson, My Local SEO*

OR

WEBINAR

**\$39**

PLUS TAX

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Dates:

## STARTING A CONSULTING BUSINESS

February 16, 2018  
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**

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.

*Presented By: Dave Schulte of Vancouver Consultants*

OR

WEBINAR

**\$59**

PLUS TAX

April 06, 2018  
9:00am – 12:00pm

June 12, 2018  
9:00am – 12:00pm

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Dates:

## REACH MORE CUSTOMERS WITH GOOGLE ADWORDS

January 15, 2018  
9:00am – 12:00pm

Do you have a website but are finding it hard to get noticed? Are you considering online advertising but not sure where to start or what will generate conversions? Google Adwords is a measurable, targeted and scalable advertising system that, if used correctly, can quickly attract potential customers to your website. This seminar will help you: Understand how Google Adwords works to attract your potential customers. Learn how to set up a Google Adwords account. Discover how to build campaigns using the right keywords, budget and target relevant markets. Learn how to track and improve the results of your campaign. **IN PERSON**

*Presented By: Vanessa Pinteá, Pintaya Consulting Ltd.*

OR

WEBINAR

**\$59**

PLUS TAX

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Dates:

January 24, 2018  
9:00am – 12:00pm

February 21, 2018  
9:00am – 12:00pm

March 21, 2018  
9:00am – 12:00pm

April 18, 2018  
9:00am – 12:00pm

May 23, 2018  
9:00am – 12:00pm

June 20, 2018  
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 of Synergy Business Lawyer

IN PERSON

OR

WEBINAR

**\$29**  
PLUS TAX

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Dates:

January 24, 2018  
1:00pm – 4:00pm

February 21, 2018  
1:00pm – 4:00pm

March 21, 2018  
1:00pm – 4:00pm

April 18, 2018  
1:00pm – 4:00pm

May 23, 2018  
1:00pm – 4:00pm

June 20, 2018  
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:

- Learn about employment standards including bonding, employees and running a small business.
- Discover ways to protect your business.
- Acquire the necessary information about the Provincial Sales Tax (PST).
- Discuss the legal requirements regarding intellectual property, trademarks, patents and designs.

*Presented By:* WorkSafeBC, Ministry of Finance, TruShield Insurance and Oyen Wiggs Green Mutala LLP

IN PERSON

OR

WEBINAR

**\$29**  
PLUS TAX

## TAX REQUIREMENTS

Dates:

January 17, 2018  
9:00am – 12:00pm

February 16, 2018  
1:00pm – 4:00pm

March 16, 2018  
9:00am – 12:00pm

April 13, 2018  
9:00am – 12:00pm

May 12, 2018  
9:00am – 12:00pm

June 13, 2018  
9:00am – 12:00pm

## 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, CPAs

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX

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Dates:

January 12, 2018  
9:00am – 12:00pm

February 01, 2018  
1:00pm – 4:00pm

March 09, 2018  
9:00am – 12:00pm

April 4, 2018  
9:00am – 12:00pm

May 01, 2018  
9:00am – 12:00pm

June 05, 2018  
9:00am – 12:00pm

## TAXSENSE™ FOR YOUR BUSINESS

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.

Learning Objectives:

- 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.

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

IN PERSON

OR

WEBINAR

**\$69**  
PLUS TAX