

Seminar Catalogue

January – June 2019

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

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 or at 604-775-5525.



WAYS TO PARTICIPATE:



IN-PERSON



WEBINAR

WAYS TO REGISTER:

1

ONLINE

smallbusinessbc.ca/seminars

2

PHONE

1.800.667.2272

3

VISIT US

#54-601 W. Cordova Street

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JANUARY 2019

Monday	Tuesday	Wednesday	Thursday	Friday
	1	2	3	4
	New Year's Day – Office Closed			
7	8	9	10	11
		Developing an Effective Export Plan 9:30am – 11:00am FREE		
14	15	16	17	18
	PACKAGE Business Viability 1: The Break Even Analysis 9:00am – 12:00pm \$69 Business Viability 2: The Cash Flow Forecast 1:00pm – 4:00pm \$69 (\$119 for Package)	Business Mapping: Developing a Smart Business Model 1:00pm – 3:00pm \$59	How to Do Business with the Federal Government 1:00pm – 2:30pm FREE	Mastering Social Media to Grow Your Small Business 1:00pm – 4:30pm \$39
21	22	23	24	25
Trademarks, Copyright, Patents and More 1:00pm – 4:00pm \$39	Reach More Customers with Google Ads 9:00am – 12:00pm \$49 Finding and Bidding on Opportunities with the Government of Canada 1:00pm – 4:00pm FREE	PACKAGE Start Smart 1 9:00am – 12:00pm \$29 Start Smart 2 1:00pm – 4:00pm \$29 (\$49 for package)	PACKAGE Market Research 1: Find Data that Works for You 10:30am – 4:30pm \$69 (\$119 for package)	Starting Your Business: What's the Plan? 9:00am – 12:00pm \$59 How to Run a Side Business and Keep Your Day Job 1:00pm – 3:00pm \$49
28	29	30	31	
TaxSense for Your Business 9:00am – 12:00pm \$69	PACKAGE Business Finance 1: Understanding Financial Statements 9:00am – 12:00pm \$69 Business Finance 2: Financial Analysis 1:00pm – 4:00pm \$69 (\$119 for package)	PACKAGE Market Research 2: Surveys and Focus Groups for Knowing Your Customer 9:30am – 3:30pm \$69 (\$119 for package)	Essentials of Selling Your Business 10:30am – 12:00pm \$39 Pitch Perfect: Craft your Startup Pitch to Success 1:00pm – 3:00pm \$39	

FEBRUARY 2019

Monday	Tuesday	Wednesday	Thursday	Friday
				1
				Operations for Small Business 9:00am – 12:00pm \$39 Early Stage Financing and Resources for Entrepreneurs 1:00pm – 2:30pm FREE
4	5	6	7	8
11	12	13	14	15
My First Year in Business: A Financial Overview 9:00am – 12:00pm \$59 Branding for Your Business: Strategy and Identity 1:00pm – 3:30pm \$49	Marketing Essentials for Small Business 1:00pm – 4:00pm \$59	Publicity for Your Business: Traditional and New Media 1:00pm – 2:30pm \$39	Essentials of Buying a Business 10:30am – 12:00pm \$39 Supplying Professional Services to the Government of Canada 1:00pm – 2:30pm FREE	<div style="text-align: right;">PACKAGE</div> TaxSense for Incorporating your Business 9:00am – 12:00pm \$59 Getting Incorporated: Essential Steps and Legal Tips 1:00pm – 4:00pm \$59 (\$99 for package)
18	19	20	21	22
Family Day – Office Closed	<div style="text-align: right;">PACKAGE</div> Market Research 1: Find Data that Works for You 9:30am – 3:30pm \$69 (\$119 for package)	<div style="text-align: right;">PACKAGE</div> Start Smart 1 9:00am – 12:00pm \$29 Start Smart 2 1:00pm – 4:00pm \$29 (\$49 for package)		Business Mapping: Developing a Smart Business Model 1:00pm – 3:00 pm \$59
25	26	27	28	
Instagram Marketing for Busy Entrepreneurs 9:00am – 12:00pm \$49	<div style="text-align: right;">PACKAGE</div> Market Research 2: Surveys and Focus Groups for Knowing Your Customer 9:30am – 3:30pm \$69 (\$119 for package)	How to Build a Business Around a Solution 9:00pm – 11:30pm \$49 Retail Success: How to Get Your Product into Stores 1:00pm – 4:00pm \$59	Doing Business with the Government of Canada: Half Day Condensed 1:00pm – 4:00pm FREE	

MARCH 2019

Monday	Tuesday	Wednesday	Thursday	Friday
				1
				Understanding Regulations for Importing 9:00am – 12:45pm \$49 Get Started with Email Marketing 1:00pm – 4:00pm \$39
4	5	6	7	8
Networking Skills for Success: Making Valuable Connections 10:00am – 12:00pm \$39	How to Do Business with the Federal Government 10:30am – 12:00pm FREE Optimize Your Landing Pages and Convert More Customers 1:00pm – 4:00pm \$49	Starting Your Business: What's the Plan? 9:00am – 12:00pm \$59		
11	12	13	14	15
Marketing Essentials for Small Business 1:00pm – 4:00pm \$59	Business Viability 1: The Break Even Analysis 9:00am – 12:00pm \$69 Business Viability 2: The Cash Flow Forecast 1:00pm – 4:00pm \$69 (\$119 for package)	TaxSense for Your Business 9:00am – 12:00pm \$69		Operations for Small Business 9:00am – 12:00pm \$39
18	19	20	21	22
	Finding and Bidding on Opportunities with the Government of Canada 10:30pm – 12:00pm FREE	Start Smart 1 9:00am – 12:00pm \$29 Start Smart 2 1:00pm – 4:00pm \$29 (\$49 for package)	Market Research 1: Find Data that Works for You 10:30am – 4:30pm \$69 (\$119 for package)	Starting a Consulting Business 9:00am – 12:00pm \$59
25	26	27	28	29
			Market Research 2: Surveys and Focus Groups for Knowing Your Customer 10:30am – 4:30pm \$69 (\$119 for package)	TaxSense for Incorporating your Business 9:00am – 12:00pm \$59 Getting Incorporated: Essential Steps and Legal Tips 1:00pm – 4:00pm \$59 (\$99 for package)

APRIL 2019

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
	<p>Business Planning for Developing Business 9:00am – 12:00pm \$69</p> <p>Pricing and Costing Your Product 1:00pm – 4:00pm \$69</p>			<p>Mastering Social Media to Grow Your Small Business 1:00pm – 4:30pm \$39</p>
8	9	10	11	12
		<p>TaxSense for Your Business 9:00am – 12:00pm \$69</p>	<p>Essentials of Selling Your Business 10:30am – 12:00pm \$49</p> <p>How to Ensure Your Partnership and Business Succeed 1:00 – 3:30pm \$49</p>	<p>Trademarks, Copyright, Patents and More 9:00am – 12:00pm \$39</p>
15	16	17	18	19
	<p>Marketing Essentials for Small Business 1:00pm – 4:00pm \$59</p>	<p>Starting Your Business: What's the Plan? 9:00am – 12:00pm \$59</p> <p>Pitch Perfect: Craft your Startup Pitch to Success 1:00pm – 3:00 pm \$39</p>	<p>PACKAGE</p> <p>Market Research 1: Find Data that Works for You 10:30am – 4:30pm \$69 (\$119 for package)</p>	<p>Good Friday – Office Closed</p>
22	23	24	25	26
	<p>Instagram Marketing for Busy Entrepreneurs 1:00pm – 4:00pm \$49</p>	<p>PACKAGE</p> <p>Start Smart 1 9:00am – 12:00pm \$29</p> <p>Start Smart 2 1:00pm – 4:00pm \$29 (\$49 for package)</p>	<p>PACKAGE</p> <p>Market Research 2: Surveys and Focus Groups for Knowing Your Customer 10:30am – 4:30pm \$69 (\$119 for package)</p>	<p>Branding for Your Business: Strategy and Identity 1:00pm – 3:30pm \$49</p>
29	30			

MAY 2019

Monday	Tuesday	Wednesday	Thursday	Friday
		1	2	3
		Operations for Small Business 9:00am – 12:00pm \$39		
6	7	8	9	10
	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> Business Viability 1: The Break Even Analysis 9:00am – 12:00pm \$69 Business Viability 2: The Cash Flow Forecast 1:00pm – 4:00pm \$69 (\$119 for package)	Business Mapping: Developing a Smart Business Model 1:00pm – 3:00pm \$59	Early Stage Financing and Resources for Entrepreneurs 1:00pm – 2:30pm FREE	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> TaxSense for Incorporating your Business 9:00am – 12:00pm \$59 Getting Incorporated: Essential Steps and Legal Tips 1:00pm – 4:00pm \$59 (\$99 for package)
13	14	15	16	17
	Networking Skills for Success: making Valuable Connections 9:30am – 11:30am \$39 Marketing Essentials for Small Business 1:00pm – 4:00pm \$59	Retail Success: How to Get Your Product into Stores 1:00pm – 4:00pm \$59		Get Started with Email Marketing 1:00pm – 4:00pm \$39
20	21	22	23	24
Victoria Day – Office Closed	Sales Strategies for Small Business 1:00pm – 4:00pm \$59	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> Start Smart 1 9:00am – 12:00pm \$29 Start Smart 2 1:00pm – 4:00pm \$29 (\$49 for package)	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> Market Research 1: Find Data That Works for You 10:30am – 4:30pm \$69 (\$119 for package)	Understanding Regulations for Importing 9:00am – 12:45pm \$49
27	28	29	30	31
My First Year in Business: A Financial Overview 9:00am – 12:00pm \$59	Starting a Consulting Business 1:00pm – 4:00pm \$59	Starting Your Business: What's the Plan? 9:00am – 12:00pm \$59 Reach More Customers with Google Ads 1:00pm – 4:00pm \$49	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> Market Research 2: Surveys and Focus Groups for Knowing Your Customer 10:30am – 4:30pm \$69 (\$119 for package)	

JUNE 2019

Monday	Tuesday	Wednesday	Thursday	Friday
3	4	5	6	7
	Business Planning for Developing Business 9:00am – 12:00pm \$69 Pricing and Costing Your Product 1:00pm – 4:00pm \$69	TaxSense for Your Business 9:00am – 12:00pm \$69		
10	11	12	13	14
	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> Business Finance 1: Understanding Financial Statements 9:00am – 12:00pm \$69 Business Finance 2: Financial Analysis 1:00pm – 4:00pm \$69 (\$119 for package)	Operations for Small Business 9:00am – 12:00pm \$39		
17	18	19	20	21
	Optimize Your Landing Page to Convert More Customers 1:00pm – 4:00pm \$49	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> Start Smart 1 9:00am – 12:00pm \$29 Start Smart 2 1:00pm – 4:00pm \$29 (\$49 for package)	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> Market Research 1: Find Data That Works for You 10:30am – 4:30pm \$69 (\$119 for package) Instagram Marketing for Busy Entrepreneurs 1:00pm – 4:00pm \$49	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> TaxSense™ for Incorporating Your Business 9:00am – 12:00pm \$59 Getting Incorporated- Essential Steps & Legal Tips 1:00pm – 4:00pm \$59 (\$99 for package)
24	25	26	27	28
	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> Business Viability 1: The Break Even Analysis 9:00am – 12:00pm \$69 Business Viability 2: The Cash Flow Forecast 1:00pm – 4:00pm \$69 (\$119 for Package)	Buying a Business (Mandarin Version) 1:00pm – 2:30pm \$39	<div style="background-color: black; color: white; padding: 2px; transform: rotate(-45deg); display: inline-block;">PACKAGE</div> Market Research 2: Surveys and Focus Groups for Knowing Your Customer 10:30am – 4:30pm \$69 (\$119 for package)	

SEMINAR PROGRAMS

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.

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.

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

Nine Seminars include:

- 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
- Creating Your First Business Website
- Marketing Essentials for Small Business
- Starting Your Business: What's the Plan?

IN PERSON

OR

WEBINAR
~~\$551~~

NOW
\$419
PLUS TAX

BUSINESS PLANNING

ARE YOU READY? DISASTER PROOFING YOUR BUSINESS 1

2017 was BC's worst fire season on record. But fires aren't the only threat to your business. Flooding, earthquakes, tsunamis, severe weather, landslides, structural fires, cyber threats, infectious diseases and power outages are just some of the other issues you could potentially face.

IN PERSON

OR

WEBINAR

FREE

So, ask yourself, is your business prepared to survive? Will your customers return? Have you protected your assets and information? Can you ensure your employees will wait until you reopen? Can you pay them? What if your neighbouring businesses are impacted by a disaster and they don't reopen, does your business depend on them? This seminar will instruct you how to disaster proof your business, so you stay in business.

Learning Objectives:

- Learn how to build a preparedness plan
- Understand why it is important to be prepared
- Get a Step-by-Step guide
- Gain insight on lessons learned from other recent disasters
- Understand what to do when you return to your business
- Learn about other helpful resources

Presented by Lisa Benini, Business Continuity Management Specialist.

This seminar is hosted at Small Business BC in Vancouver and delivered to other locations via live webinar. Please note: all webinar participants will also receive access to a recording after the live session. We gratefully acknowledge the financial support of the Province of British Columbia through the Ministry of Jobs, Trade and Technology in delivering this seminar.

ARE YOU READY? DISASTER PROOFING YOUR BUSINESS 2

For small business owners, 2017 provided a reminder of the many unforeseen risks that can strike at any moment. It was the busiest fire season on record in British Columbia, and with extreme weather events happening with increasing regularity, it's time to consider whether your business is prepared for every eventuality.

IN PERSON

OR

WEBINAR

FREE

If disaster strikes your business are you prepared to handle it? Are you insured against the most common threats in your area? How will you communicate with your clients and customers in times of disaster? What are your obligations toward your employees during a time of emergency? This seminar will instruct you how to handle these issues and more.

Learning Objectives:

- Dispelling the myths around disaster insurance
- Understand what's covered by insurance during an extreme event
- Communication best practices
- The various channels you can use to communicate with staff and clients
- Developing a plan to handle staff and provide safety during an emergency

Presented by Lisa Benini, Business Continuity Management Specialist, and a representative from the Insurance Bureau of Canada.

This seminar is hosted at Small Business BC in Vancouver and delivered to other locations via live webinar. Please note: all webinar participants will also receive access to a recording after the live session. We gratefully acknowledge the financial support of the Province of British Columbia through the Ministry of Jobs, Trade and Technology in delivering this seminar.

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

\$59
PLUS TAX

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

EARLY STAGE FINANCING AND RESOURCES FOR ENTREPRENEURS

Starting a business or recently started one? Looking for financing and support?

IN PERSON

Getting financing and the right support are critical to the success of your business when first starting out.

OR

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

WEBINAR

FREE

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

EXITING YOUR BUSINESS

TRANSITION PLANNING FOR FAMILY BUSINESSES

What would happen to your business if you suddenly needed to hand over the reins? Do you have a succession plan in place? Already thinking of passing on the baton but unsure of how or to whom?

IN PERSON

OR

This seminar will help you, as an owner of an incorporated family business, understand what you need to consider and do in order to plan the transition of your company.

WEBINAR

\$59
PLUS TAX

What will I learn?

- Understand the potential risks and costs of ownership transition
- Key succession planning concepts and ways to gradually pass ownership and management
- Methods of ensuring business continuity, such as corporate governance structures
- Tools that will help you reduce and/or defer some of the costs of the transition process
- A decision-making matrix to help guide you

Presented by Rani El-Khatib, BC Family Business Center Inc.

PREPARING YOUR BUSINESS FOR SALE

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

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

OR

WEBINAR

\$49
PLUS TAX

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

EXPORT

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

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.

OR

WEBINAR

\$59
PLUS TAX

Presented by A Representative of Small Business BC

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

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.

OR

WEBINAR

FREE

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

Presented by Allison Boulton, Program Manager, Export Navigator

GETTING READY TO SELL YOUR B.C. PRODUCTS OR SERVICES ONLINE

In 2016, Canadians shopped online to the tune of \$18.3 billion. By 2021, that figure is expected to reach almost \$29 billion. As a small business owner, entering this growing market will enable you to sell your products or services online to a broader and more diverse audience. This seminar will help you learn the basics and begin preparing to sell online, both legally and profitably.

IN PERSON

OR

WEBINAR

FREE

Thinking about harnessing the power of the internet to export your product or service beyond B.C.? Join us and learn how you can expand your markets through e-commerce.

This seminar will help you:

- Learn what to look for in online service providers to get you ready to sell online.
- Conduct a readiness check. Do you understand the tools, regulations and technologies of selling online?
- Begin to navigate the legalities, licensing and taxes required to sell outside of B.C.

Presented by Allison Boulton, Program Manager, Export Navigator, with insights offered by other international trade experts.

PREPARING FOR INTERNATIONAL TRAVEL AND TRADESHOWS

Tradeshows are crucial to expanding your sales outside B.C.'s borders. But the culture, etiquette and expectations of doing business in each country are different. So how do you prepare?

IN PERSON

OR

Join us for this free interactive seminar and learn the dos and don'ts of international business, how to get the most out of your trip and learn about the cultural elements that impact business decision-making.

WEBINAR

FREE

This seminar will help you:

- Learn how to prepare for a tradeshow
- Find out how to develop tradeshow leads and have more successful interactions
- Use your trip to gain market insights on your competition
- Discover key etiquette and culture tips for doing business cross-culturally

Presented by Allison Boulton, Program Manager, Export Navigator, with insights offered by other international trade experts.

SMART GLOBAL MONEY: CURRENCIES, CREDIT AND CASH

If you want to sell your goods or services outside of Canada, you're going to need to understand your options for currency exchange, accounts receivables insurance, and how to receive and send foreign funds.

IN PERSON

OR

Join us for this free interactive seminar that will help you:

WEBINAR

FREE

- Learn the basics of selling internationally
- Understand common exporting finance terms
- Understand your options for sending and receiving money globally
- Find out how to protect and manage your global accounts receivables
- Learn about government programs that can help you expand your business beyond Canada

Presented by Allison Boulton, Program Manager, Export Navigator, with insights offered by other international trade experts.

THE NEW CANADIAN FREE TRADE AGREEMENT

Are you thinking about exporting to another Canadian province? The new Canadian Free Trade Agreement makes it easier and less costly for B.C. businesses to export their products and services to new markets across Canada.

IN PERSON

OR

Join us for this free interactive seminar and learn how your business can leverage the trade agreement to grow your sales.

WEBINAR

FREE

This seminar will help you:

- Learn what products and services are covered under the Canada Free Trade Agreement
- Understand the licensing and certifications requirements across the country
- Find out how to access the opportunities made possible by the agreement.

Presented by Allison Boulton, Program Manager, Export Navigator, with insights offered by other international trade experts.

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

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.

WEBINAR

FREE

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

Presented by Allison Boulton, Program Manager, Export Navigator

UNDERSTANDING THE LOGISTICS OF EXPORTING

Whether you're looking to move physical goods to South Africa or Southern Ontario, your success depends on how efficiently, timely and economically you can get them from point A to point B.

This interactive seminar is essential for businesses exporting physical goods, and will demystify terms like EXW, ACS, and HTKD. Remember, transportation and logistics will be critical factors in your pricing and competitive strategy.

This seminar will help you:

- Understand INCOTERMS and how they affect your pricing and contract discussions
- Evaluate your insurance obligations
- Assess which freight forwarding option is best for your business
- Learn the role logistics play in a successful export strategy
- Comfortably discuss pricing of freight options at trade shows

Presented by Allison Boulton, Program Manager, Export Navigator.

IN PERSON

OR

WEBINAR
FREE

FINANCE AND ACCOUNTING

BUSINESS FINANCE PACKAGE

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

PACKAGE

IN PERSON

OR

WEBINAR
\$138

NOW
\$119
PLUS TAX

BUSINESS VIABILITY – ANALYSIS AND FORECASTING

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

PACKAGE

IN PERSON

OR

WEBINAR
\$138

NOW
\$119
PLUS TAX

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

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 ratio analysis, a powerful tool which will help you identify the financial pros and cons of your business operations.
- Understand 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

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

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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

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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

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\$59
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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.

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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!

\$69
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

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

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.

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

FINDING AND BIDDING ON OPPORTUNITIES WITH THE GOVERNMENT OF CANADA

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

IN PERSON

Get an overview of 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.

OR

WEBINAR

This seminar will help you:

FREE

- Become familiar with the 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.

Presented by a representative of The Office of Small and Medium Enterprises (OSME), Public Services and Procurement Canada.

SUPPLYING PROFESSIONAL SERVICES TO THE GOVERNMENT OF CANADA

Are you interested in providing professional services to the Government of Canada?

IN PERSON

This seminar will help you understand more about how the Government of Canada purchases professional services and the use of standing offers and supply arrangements. We will cover how to register your business in the Centralized Professional Services System (CPSS) as well as how to find and bid on professional services opportunities.

OR

WEBINAR

FREE

This seminar will help you:

- Become familiar with the 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

What will I learn?

Become familiar with the procurement tools a Government of Canada buyer may use for purchasing professional services such as:

- ProServices
- Task and Solutions Professional Services (TSPS)
- Task and Solutions-Based Informatics Professional Services (TBIPS/SBIPS)
- Learning Services
- Translation and Interpretation Services
- Temporary Help Services
- SELECT

Presented by a representative of The Office of Small and Medium Enterprises (OSME), Public Services and Procurement Canada .

HUMAN RESOURCES

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.

IN PERSON

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.

OR

WEBINAR

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

\$69
PLUS TAX

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

HIRE THE RIGHT CANDIDATE

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

IN PERSON

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.

OR

WEBINAR

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.

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PLUS TAX

Presented by Christina Stewart, Praxis Performance Group

INCREASE YOUR PRODUCTIVITY AND GET MORE DONE

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

IN PERSON

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.

OR

WEBINAR

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

\$49

PLUS TAX

Presented by Scott Friesen, Simpletivity

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.

IN PERSON

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WEBINAR

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.

\$39
PLUS TAX

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

PREVENTING BULLYING AND HARASSMENT IN THE WORKPLACE

The numbers are stark. Nearly half of all Canadian workers have experienced bullying in the workplace. As a small business owner, you are responsible for providing a safe and secure workplace environment for your staff. If workplace bullying and harassment is allowed to go unchecked, it can lead to lost productivity, anxiety, and depression.

IN PERSON

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WEBINAR

Join us for this informative seminar and learn why it's important to tackle this issue in your workplace. Find out what you can do to protect your staff, what your duties are as an employer, and what role WorkSafeBC plays when issues arise.

FREE

This seminar will help you:

- Identify the various forms of bullying and harassment
- Understand what an employer's duties are
- Learn how policies, procedures, and training can protect your staff
- Become familiar with the complaints process and the role of WorkSafeBC

Presented by Paul Bergin, WorkSafeBC.

IMPORT

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.

IN PERSON

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WEBINAR

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.

\$59
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Presented by a Representative of Small Business BC

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

IN PERSON

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WEBINAR

\$49
PLUS TAX

LEGAL REQUIREMENTS

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.

Seminars included:

- TaxSense for Incorporating your Business
- Getting Incorporated: Essential Steps and Legal Tips

PACKAGE

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WEBINAR

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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

IN PERSON

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WEBINAR

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PLUS TAX

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 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

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

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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 Dana Gordon, Benchmark Law

MARKETING AND SALES

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.

IN PERSON

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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

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.

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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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.

Presented by Mary Charleson of Charleson Communications

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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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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 are 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

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PLUS TAX

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.

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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

\$59
PLUS TAX

Presented by Cathy Kuzel, Professional Mentor and Business Coach

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?

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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

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

BRANDING FOR YOUR BUSINESS

You might think branding is just your company logo. In fact, it's so much more. A brand strategy will help guide your business decisions from attracting your ideal clients, to your brand concept, culture and tone of voice, to deciding the direction of your visual identity.

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Deciding on the best branding for your small business is a huge undertaking and this seminar will instruct you how to create a brand strategy, starting from competitor analysis to determining your ideal client. You will leave empowered to identify your specific target market, craft your key message and tone, and know what to look for in a visual identity.

\$49
PLUS TAX

What will I learn?

- How to build a basis for a brand strategy by looking at your competition and ideal client
- How to develop your key message and a tone that's appropriate for your clientele
- Identify best practices in logo and identity design
- Understand the differences between a brand, brand identity and brand assets

Presented by Gisele Forge, Creative Director and Owner of Blank Canvas Design Co.

OPTIMIZE YOUR LANDING PAGES AND CONVERT MORE CUSTOMERS

As a small business owner, your website offers a digital shop window for you to promote and sell your goods or services. You may have heard of landing page optimization as way to enhance your sales funnel, but you're unsure about the terminology or where to start.

Learn from John Chan, Principal of 2x Conversion Design, and arm yourself with an understanding of key concepts, design best practices, and ways to test the effectiveness of your online presence.

This seminar will help you:

- Understand the basics of user research, data analysis, and landing page optimization
- Learn techniques for writing and designing effective landing pages
- Discover industry tools used by professionals in conversion rate optimization
- Get started on running experiments on your website, such as A/B testing different headlines, images, and layouts

Recommended prerequisites:

A functioning website for your business, and/or
Completion of the Creating Your First Business Website seminar
Familiarity with Google Analytics

Presented by John Chan, 2x Conversion Design Consultancy

IN PERSON

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WEBINAR

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PLUS TAX

INSTAGRAM MARKETING FOR BUSY ENTREPRENEURS

Want to learn how to attract customers and make sales through Instagram without spending money on ads?

With over 500 million active users, Instagram offers a powerful tool for small businesses. If you're a business-to-consumer enterprise and your ideal customer is under the age of 45, Instagram could provide an effective channel to reach your target market. Join us to learn simple, effective strategies and tactics you can apply without wasting time or money.

This seminar will help you:

- Identify your ideal customer and design an ideal Customer Avatar
- Conceive of a simple framework for finding, engaging, and converting prospects on Instagram efficiently
- Get started on ideas for draft posts as key takeaways

Presented by Ami Sanyal, Digital Marketing Strategist The Uncommoners Club

IN PERSON

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WEBINAR

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PLUS TAX

CREATING YOUR FIRST BUSINESS WEBSITE

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.

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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MARKET RESEARCH

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

PACKAGE

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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

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WEBINAR

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PLUS TAX

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

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PLUS TAX

OPERATIONS MANAGEMENT

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

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OPERATIONS FOR SMALL BUSINESS

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.

Learning Objectives:

- 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

Presented By: A Representative of Small Business BC

IN PERSON

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PLUS TAX

TRANSITION PLANNING FOR FAMILY BUSINESSES

What would happen to your business if you suddenly needed to hand over the reins? Do you have a succession plan in place? Already thinking of passing on the baton but unsure of how or to whom?

This seminar will help you, as an owner of an incorporated family business, understand what you need to consider and do in order to plan the transition of your company.

What will I learn?

- Understand the potential risks and costs of ownership transition
- Key succession planning concepts and ways to gradually pass ownership and management
- Methods of ensuring business continuity, such as corporate governance structures
- Tools that will help you reduce and/or defer some of the costs of the transition process
- A decision-making matrix to help guide you

Presented by Rani El-Khatib, BC Family Business Center Inc.

IN PERSON

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WEBINAR

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PLUS TAX

RETAIL SUCCESS – HOW TO GET YOUR PRODUCT INTO STORES

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?

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

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 retailSOS

IN PERSON

OR

WEBINAR

\$59
PLUS TAX

START UP

START SMART SERIES

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

PACKAGE

IN PERSON

OR

WEBINAR

\$58

NOW

\$49
PLUS TAX

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 Lawyers

IN PERSON

OR

WEBINAR

\$29
PLUS TAX

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

BUILDING YOUR TOURISM AND HOSPITALITY BUSINESS

In 2016 alone, British Columbia's tourism industry generated over \$17 billion in revenue. This booming industry presents a wealth of opportunities for entrepreneurs. Looking to build or strengthen a tourism or hospitality business? Learn from the experts at go2HR, BC's tourism human resource association, by attending this FREE seminar offered this month only in partnership with WorkSafeBC. One of the most pressing issues facing British Columbia's tourism and hospitality industries is the sourcing and retention of staff. Learn about recruitment strategies and the importance of workplace policies, specifically about health and safety, in order to build the best foundation for success.

- What will I learn?
- An overview of the labour market in BC
- Recruitment and retention strategies to find and keep staff
- Recent changes in employment law
- Health and safety requirements in the workplace
- How to build a basic health and safety program

Presented by Arun Subramanian and Stephanie Mallalieu of go2HR.

IN PERSON

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WEBINAR

FREE

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 Hrycyshen of Small Business BC

IN PERSON

OR

WEBINAR

\$59
PLUS TAX

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

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。

IN PERSON

我们的讲座会帮助你：

OR

WEBINAR

- 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

\$39
PLUS TAX

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。

HOW TO ENSURE YOUR PARTERSHIP AND BUSINESS SUCCEED

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.

IN PERSON

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WEBINAR

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.

\$49
PLUS TAX

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

STARTING A CONSULTING BUSINESS

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

WEBINAR

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.

\$59
PLUS TAX

Presented by Dave Schulte of Vancouver Consultants

REACH MORE CUSTOMERS WITH GOOGLE ADWORDS

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.

Presented by Vanessa Pinteá, Pintaya Consulting Ltd.

IN PERSON

OR

WEBINAR

\$59
PLUS TAX

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

TAX REQUIREMENTS

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.

Seminars included:

TaxSense for Incorporating your Business
Getting Incorporated: Essential Steps and Legal Tips

PACKAGE

IN PERSON

OR

WEBINAR
\$118

NOW
\$99
PLUS TAX

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

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

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