

Seminar Catalogue

July – December 2019

   smallbusinessbc.ca



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

TABLE OF CONTENTS

JULY 2019.....	4
AUGUST 2019.....	Error! Bookmark not defined.
SEPTEMBER 2019	Error! Bookmark not defined.
OCTOBER 2019.....	Error! Bookmark not defined.
NOVEMBER 2019	Error! Bookmark not defined.
DECEMBER 2019	Error! Bookmark not defined.
SEMINAR PROGRAMS	10
BUSINESS PLANNING.....	11
EXPORT	12
FINANCE AND ACCOUNTING.....	12
GOVERNMENT PROCUREMENT.....	14
HUMAN RESOURCES.....	16
IMPORT	16
LEGAL REQUIREMENTS.....	17
MARKETING AND SALES	18
MARKET RESEARCH	21
OPERATIONS MANAGEMENT.....	22
START UP	22
TAX REQUIREMENTS.....	25
SEMINAR INDEX.....	33

JULY 2019

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
	<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>Business Mapping: Developing a Smart Business Model 1:00pm – 3:00pm \$59</p>	<p>How to Do Business with the Federal Government 10:30am – 12:00pm FREE</p>	
8	9	10	11	12
	<p>TaxSense for Your Business 9:00am – 12:00pm \$69</p>		<p>Finding and Bidding on Opportunities with the Government of Canada 10:30am – 12:00pm FREE</p>	
15	16	17	18	19
	<p>PACKAGE</p> <p>Business Viability 1: The Break-Even Analysis 9:00am – 12:00pm \$69</p> <p>Business Viability 2: The Cash Flow Forecast 1:00pm – 4:00pm \$69 (\$119 for package)</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>Market Research 1: Find Data that Works for You 10:30am – 4:30pm \$69 (\$119 for package)</p>	
22	23	24	25	26
<p>Creating Your First Business Website 1:00pm – 3:00pm \$59</p>	<p>PACKAGE</p> <p>TaxSense for Incorporating your Business 9:00am – 12:00pm \$59</p> <p>Getting Incorporated: Essential Steps and Legal Tips 1:00pm – 4:00pm \$59 (\$99 for package)</p>	<p>Operations for Small Business 9:00am – 12:00pm \$39</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>	
29	30	31		

AUGUST 2019

Monday	Tuesday	Wednesday	Thursday	Friday
			1	2
			Supplying Professional Services to the Government of Canada 10:30am – 12:00pm FREE	
5	6	7	8	9
B.C Day – Office Closed	Starting Your Business: What's the Plan? 9:00am – 12:00pm \$59 Marketing Essentials for Small Business 1:00pm – 4:00pm \$59	Instagram Marketing for Busy Entrepreneurs 9:00am – 12:00pm \$49 Business Mapping: Developing a Smart Business Model 1:00pm – 3:00pm \$59	Mastering Social Media to Grow Your Small Business 1:00pm – 4:30pm \$39	
12	13	14	15	16
	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)	TaxSense for Your Business 9:00am – 12:00pm \$69 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	
19	20	21	22	23
	PACKAGE Market Research 1: Find Data That Works for You 9:30am – 3:30pm \$69 (\$119 for package)	PACKAGE Start Smart 1 9:00am – 12:00pm \$29 Start Smart 2 1:00pm – 4:00pm \$29 (\$49 for package)	Essentials of Buying a Business 10:30am – 12:00pm \$39 Pitch Perfect: Craft your Startup Pitch to Success 1:00pm – 3:00 pm \$39	
26	27	28	29	30
Creating Your First Business Website 1:00pm – 3:00pm \$59	PACKAGE Market Research 2: Surveys and Focus Groups for Knowing Your Customer 9:30am – 3:30pm \$69 (\$119 for package)	Operations for Small Business 9:00am – 12:00pm \$39		

SEPTEMBER 2019

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4	5	6
Labour Day – Office Closed		Business Mapping: Developing a Smart Business Model 1:00pm – 3:00pm \$59	How to Do Business with the Federal Government 10:30am – 12:00pm FREE Marketing Essentials for Small Business 1:00pm – 4:00pm \$59	
9	10	11	12	13
My First Year in Business: A Financial Overview 9:00am – 12:00pm \$59 Sales Strategies for Small Business 9:15am – 12:15pm \$59	PACKAGE TaxSense™ for Incorporating Your Business 9:00am – 12:00pm \$59 (\$99 for package) Getting Incorporated- Essential Steps & Legal Tips 1:00pm – 4:00pm \$59 (\$99 for package)	Starting Your Business: What's the Plan? 9:00am – 12:00pm \$59	Finding and Bidding on Opportunities with the Government of Canada 10:30am – 12:00pm FREE Trademarks, Copyright, Patents and More 9:00am – 12:00pm \$39	
16	17	18	19	20
	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)	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 9:30am – 3:30pm \$69 (\$119 for package)	Understanding Regulations for Importing 9:00am – 12:45pm \$49
23	24	25	26	27
Creating Your First Business Website 1:00pm – 3:00pm \$59	TaxSense for Your Business 9:00am – 12:00pm \$69 Optimize Your Landing Page to Convert More Customers 1:00pm – 4:00pm \$49	Operations for Small Business 9:00am – 12:00pm \$39	PACKAGE Market Research 2: Surveys and Focus Groups for Knowing Your Customer 9:30am – 3:30pm \$69 (\$119 for package)	Networking Skills for Success: making Valuable Connections 9:30am – 11:30am \$39 Starting a Consulting Business 1:00pm – 4:00pm \$59
30				

OCTOBER 2019

Monday	Tuesday	Wednesday	Thursday	Friday
	1	2	3	4
	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)	Reach More Customers with Google Ads 9:00pm – 12:00pm \$49	Supplying Professional Services to the Government of Canada 10:30am – 12:00pm FREE	
7	8	9	10	11
	Pricing and Costing Your Product 9:00am – 12:00pm \$69 Business Planning for Developing Business 1:00pm – 4:00pm \$69		Essentials of Selling Your Business 10:30am – 12:00pm \$39 Doing Business with the Government of Canada: Half Day Condensed 1:00pm – 4:00pm FREE	
14	15	16	17	18
Thanksgiving Day – Office Closed	PACKAGE TaxSense™ for Incorporating Your Business 9:00am – 12:00pm \$59 (\$99 for package) Getting Incorporated- Essential Steps & Legal Tips 1:00pm – 4:00pm \$59 (\$99 for package)	Retail Success: How to Get Your Product into Stores 1:00pm – 4:00pm \$59	Pitch Perfect: Craft your Startup Pitch to Success 1:00pm – 2:30 pm \$39	
21	22	23	24	25
		PACKAGE Start Smart 1 9:00am – 12:00pm \$29 Start Smart 2 1:00pm – 4:00pm \$29 (\$49 for package)	Publicity for Your Business: Traditional and New Media 10:30am – 12:00pm \$39 Mastering Social Media to Grow Your Small Business 1:00pm – 4:30pm \$39	
28	29	30	31	

NOVEMBER 2019

Monday	Tuesday	Wednesday	Thursday	Friday
1				
4 5 6 7 8				
Early Stage Financing and Resources for Entrepreneurs 1:00pm – 2:30pm FREE	TaxSense for Your Business 9:00am – 12:00pm \$69	Business Mapping: Developing a Smart Business Model 1:00pm – 3:00pm \$59	How to Do Business with the Federal Government 10:30am – 12:00pm FREE Trademarks, Copyright, Patents and More 1:00pm – 4:00pm \$39	
11 12 13 14 15				
Remembrance Day – Office Closed	Starting Your Business: What's the Plan? 9:00am – 12:00pm \$59 Marketing Essentials for Small Business 1:00pm – 4:00pm \$59	PACKAGE Start Smart 1 9:00am – 12:00pm \$29 Start Smart 2 1:00pm – 4:00pm \$29 (\$49 for package)	Finding and Bidding on Opportunities with the Government of Canada 10:30am – 12:00pm FREE Get Started with Email Marketing 1:00pm – 4:00pm \$39	
18 19 20 21 22				
My First Year in Business: A Financial Overview 9:00am – 12:00pm \$59	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)		PACKAGE 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
25 26 27 28 29				
Creating Your First Business Website 1:00pm – 3:00pm \$59	Networking Skills for Success: making Valuable Connections 9:30am – 11:30am \$39 Sales Strategies for Small Business 1:00pm – 4:00pm \$59	Operations for Small Business 9:00am – 12:00pm \$39	PACKAGE Market Research 2: Surveys and Focus Groups for Knowing Your Customer 9:30am – 3:30pm \$69 (\$119 for package)	Starting a Consulting Business 1:00pm – 4:00pm \$59

DECEMBER 2019

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4	5	6
	Reach More Customers with Google Ads 9:00am – 12:00pm \$49 Optimize Your Landing Page to Convert More Customers 9:00am – 12:00pm \$49		Supplying Professional Services to the Government of Canada 10:30am – 12:00pm FREE	
9	10	11	12	13
	TaxSense™ for Incorporating Your Business 9:00am – 12:00pm \$59 Getting Incorporated-Essential Steps & Legal Tips 1:00pm – 4:00pm \$59 (\$99 for package)	Start Smart 1 9:00am – 12:00pm \$29 Start Smart 2 1:00pm – 4:00pm \$29 (\$49 for package)	Doing Business with the Government of Canada: Half Day Condensed 1:00pm – 4:00pm FREE	
16	17	18	19	20
23	24	25	26	27
		Holiday Closure Period	Holiday Closure Period	Holiday Closure Period
30	31			
Holiday Closure Period	Holiday Closure Period	Holiday Closure Period		

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

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

STARTING YOUR BUSINESS: WHAT'S THE PLAN?

What is a business plan? What do I include in it? How do I organize my plan so that lenders and investors understand my ideas?

IN PERSON

In its simplest form, a business plan is a roadmap for your business. This roadmap will outline your goals and how you will achieve them. In this seminar you will learn the key components of a business plan and leave with a framework for developing your ideas on paper.

OR

WEBINAR

\$59
PLUS TAX

This seminar will help you:

- Determine the key questions you need to address in each section of a business plan
- Identify the gaps in your plan and what you need to develop further
- Understand the key to conveying a cohesive and compelling business plan
- Prepare for a Business Plan Consult / Review or programs like Focused Business Planning at Small Business BC

Presented By: Laura Aveledo 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

ESSENTIALS OF SELLING A BUSINESS

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

\$49

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

PLUS TAX

Presented by Paul Savage, 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:

OR

WEBINAR

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

\$59
PLUS TAX

Presented by A Representative of Small Business BC

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

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.

FREE

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.

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.

IN PERSON

Learning Objectives:

OR

- 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.

WEBINAR

\$69
PLUS TAX

Presented by Bill Erichson of Pacific Training Innovations

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.

IN PERSON

OR

Learning Objectives:

WEBINAR

- 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.

\$69
PLUS TAX

Presented by Bill Erichson of Pacific Training Innovations.

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.

IN PERSON

OR

Learning Objectives:

WEBINAR

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.

\$69
PLUS TAX

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

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

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

OR

WEBINAR

\$59
PLUS TAX

PRICING AND COSTING YOUR PRODUCT

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

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

Learning Objectives:

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

Presented by Bill Erichson of Pacific Training Innovations.

IN PERSON

OR

WEBINAR

\$69
PLUS TAX

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.

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.

IN PERSON

OR

WEBINAR

FREE

- Know the federal government contracting process from start to finish, and have the information needed to get involved.

This seminar is a condensed version of the following seminars:

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

Presented by 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.

IN PERSON

OR

WEBINAR

FREE

Learning Objectives:

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

Presented by 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

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.

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

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

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.

OR

WEBINAR

\$59

PLUS TAX

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

OR

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

IN PERSON

OR

WEBINAR

~~\$118~~

NOW

\$99
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.

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

IN PERSON

OR

WEBINAR

\$39
PLUS TAX

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!

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

IN PERSON

OR

WEBINAR

\$59

PLUS TAX

MARKETING AND SALES

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

IN PERSON

OR

WEBINAR

\$39

PLUS TAX

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

IN PERSON

OR

WEBINAR

\$59

PLUS TAX

GET STARTED WITH EMAIL MARKETING

Looking to reach your target audience via their email inbox? Interested in generating business through email newsletters?

IN PERSON

Find out what you need to start an effective email marketing campaign and leave with an action plan to get your email strategy up and running.

OR

This seminar will help you:

WEBINAR

- Integrate email into your overall marketing strategy
- Choose the email marketing platform that best fits your business
- Understand the components of a successful email campaign
- Determine the success of your campaigns and test different approaches

\$39
PLUS TAX

Presented By: Mhairi Petrovic, Out-Smarts Marketing

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.

IN PERSON

Learning Objectives:

OR

- 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.

WEBINAR

\$39
PLUS TAX

Presented by Mhairi Petrovic of Out-Smarts Marketing Inc.

NETWORKING SKILLS 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 PERSON

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

OR

This seminar will help you:

WEBINAR

- 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

\$39
PLUS TAX

Presented by Cathy Kuzel, Professional Mentor and Business Coach

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.

IN PERSON

Learning Objectives:

OR

- 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

WEBINAR

\$59
PLUS TAX

Presented by Cathy Kuzel, Professional Mentor and Business Coach

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

OR

WEBINAR

\$49
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

OR

WEBINAR

\$49
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

IN PERSON

OR

WEBINAR

\$59
PLUS TAX

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

IN PERSON

OR

WEBINAR
\$138

NOW
\$119
PLUS TAX

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

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

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, 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

OR

WEBINAR

\$39

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.

IN PERSON

OR

WEBINAR

\$29

PLUS TAX

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

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.

IN PERSON

OR

WEBINAR

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.

\$29
PLUS TAX

Presented by WorkSafeBC, Ministry of Finance, TruShield Insurance and Oyen Wiggs Green Mutala LLP

BUSINESS MAPPING: DEVELOPING A SMART BUSINESS MODEL

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

IN PERSON

OR

WEBINAR

Learning Objectives:

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

\$59
PLUS TAX

Presented by Dylan Hrycyshen of Small Business BC

ESSENTIALS OF 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.

IN PERSON

OR

WEBINAR

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

\$39
PLUS TAX

Presented by Paul Savage of Pacific Business Brokers Ltd.

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

OR

WEBINAR

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

\$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。

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 ADS

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?

IN PERSON

OR

WEBINAR

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.

\$59
PLUS TAX

Presented by Vanessa Pinteá, Pintaya Consulting Ltd.

PITCH PERFECT: CRAFT YOUR STARTUP PITCH TO SUCCESS

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

IN PERSON

OR

WEBINAR

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

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

\$39
PLUS TAX

Presented by Dylan Hrycshen, Small Business BC

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

SEMINAR INDEX

ARE YOU THINKING OF EXPORTING?	12
ARE YOU THINKING OF IMPORTING?	16
BUSINESS FINANCE 1: UNDERSTANDING FINANCIAL STATEMENTS	13
BUSINESS FINANCE 2: FINANCIAL ANALYSIS	13
BUSINESS MAPPING: DEVELOPING A SMART BUSINESS MODEL	11, 23
BUSINESS PLANNING FOR DEVELOPING BUSINESSES	16
BUSINESS VIABILITY 1: THE BREAK EVEN ANALYSIS	13
BUSINESS VIABILITY 2: THE CASH FLOW FORECAST	14
BUYING A BUSINESS	23
BUYING A BUSINESS (MANDARIN VERSION)	23
CREATING YOUR FIRST BUSINESS WEBSITE	20
DOING BUSINESS WITH THE GOVERNMENT OF CANADA - HALF DAY CONDENSED	14
EARLY STAGE FINANCING AND RESOURCES FOR ENTREPRENEURS	11
FINDING AND BIDDING ON OPPORTUNITIES WITH THE GOVERNMENT OF CANADA	15
GETTING INCORPORATED – ESSENTIAL STEPS AND LEGAL TIPS	18
GETTING READY TO SELL YOUR B.C. PRODUCTS OR SERVICES ONLINE	12
HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT	15
INCORPORATION: LEGAL AND TAX TIPS	17, 25
INSTAGRAM MARKETING FOR BUSY ENTREPRENEURS	20
MARKET RESEARCH 1: FIND DATA THAT WORKS FOR YOU	21
MARKET RESEARCH 2: SURVEYS AND FOCUS GROUPS FOR KNOWING YOUR CUSTOMER	21
MARKET RESEARCH FOR YOUR BUSINESS	21
MARKETING ESSENTIALS FOR SMALL BUSINESS	18
MASTERING SOCIAL MEDIA TO GROW YOUR SMALL BUSINESS	19
MY FIRST YEAR IN BUSINESS: A FINANCIAL OVERVIEW	14
NETWORKING FOR SUCCESS: MAKING VALUABLE CONNECTIONS	19
OPERATIONS FOR SMALL BUSINESS	22
OPTIMIZE YOUR LANDING PAGES AND CONVERT MORE CUSTOMERS	20
PITCH PERFECT: CRAFT YOUR STARTUP PITCH TO SUCCESS	24
PREPARING YOUR BUSINESS FOR SALE	11
PRICING AND COSTING YOUR PRODUCT	14
PUBLICITY FOR YOUR BUSINESS: TRADITIONAL AND NEW MEDIA	18
REACH MORE CUSTOMERS WITH GOOGLE ADWORDS	24
RETAIL SUCCESS – HOW TO GET YOUR PRODUCT INTO STORES	22
SALES STRATEGIES FOR SMALL BUSINESS	19
START SMART 1	22
START SMART 2	23
STARTING A CONSULTING BUSINESS	24
SUPPLYING PROFESSIONAL SERVICES TO THE GOVERNMENT OF CANADA	15
TAXSENSE™ FOR INCORPORATING YOUR BUSINESS	25
TAXSENSE™ FOR YOUR BUSINESS	25
TRADEMARKS COPYRIGHT PATENTS & MORE	17
UNDERSTANDING REGULATIONS FOR IMPORTING	17