

# Seminar Catalogue

April – June 2020



# BUSINESS SEMINARS IN BC

## OUR EDUCATION

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

## OUR DELIVERY

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

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

## TO REGISTER

There are three ways to register for an upcoming seminar:

### 1. ONLINE

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

### 2. PHONE

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

### 3. VISIT US

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

## COURSE CANCELLATIONS AND REFUNDS POLICY

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

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

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



## WAYS TO PARTICIPATE:



**IN-PERSON**



**WEBINAR**

## WAYS TO REGISTER:

1

**ONLINE**

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

2

**PHONE**

1.800.667.2272

3

**VISIT US**

#54-601 W. Cordova Street

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APRIL 2020

Monday	Tuesday	Wednesday	Thursday	Friday
<b>1 2 3</b>				
		<p><b>How to Keep Your Customers Informed During the Pandemic</b> 10:00am – 11:00am FREE</p> <p><b>How to Drive More Traffic to Your Website</b> 1:00pm – 3:00pm \$49</p>	<p><b>Pivoting to Add a Delivery Service to Your Small Business</b> 10:00am – 11:00am FREE</p> <p><b>Branding Strategy: Building a Business Brand</b> 1:00pm – 3:30pm \$49</p>	<p><b>Staying Resilient in Extraordinary Times</b> 9:00am – 10:00am FREE</p> <p><b>How to Start Importing into Canada</b> 10:00am – 12:00pm \$59</p> <p><b>How to Start Exporting into Canada</b> 1:00pm – 3:00pm \$59</p>
<b>6 7 8 9 10</b>				
	<p><b>PACKAGE</b></p> <p><b>Business Finance 1: Understanding Financial Statements</b> 9:00am – 12:00pm \$69</p> <p><b>Business Finance 2: Financial Analysis</b> 1:00pm – 4:00pm \$69 (\$119 for package)</p>	<p><b>Local Businesses Working Together in Challenging Times</b> 10:00am – 11:00am FREE</p> <p><b>Creating a Website for Your Business</b> 1:00pm - 3:00pm \$59</p>	<p><b>Finding a New Normal: Leading Your Business Through Times of Uncertainty</b> 9:00am – 10:30am FREE</p> <p><b>Doing Business with the Government of Canada: Half Day Condensed</b> 1:00pm - 3:00pm FREE</p>	
<b>13 14 15 16 17</b>				
	<p><b>Building a Remote Work Strategy for Your Small Business</b> 1:00pm - 2:00pm FREE</p>	<p><b>PACKAGE</b></p> <p><b>Start Smart 1: Basics of Starting a Business</b> 9:00am – 12:30pm \$29</p> <p><b>Start Smart 2: Key Considerations of Starting a Business</b> 1:30pm – 4:00pm \$29 (\$49 for package)</p>	<p><b>PACKAGE</b></p> <p><b>Market Research 1: Find Business Data and Insights</b> 10:30am- 4:30pm \$69 (\$119 for package)</p>	<p><b>How to Choose an Online Collaboration Platform</b> 1:00pm - 2:00pm FREE</p>
<b>20 21 22 23 24</b>				
<p><b>Staying Healthy While Working from Home</b> 10:00am – 11:00am FREE</p> <p><b>How to Stay Relevant in Uncertain Times</b> 1:00pm - 2:00pm FREE</p>	<p><b>Data Security and Management with Remote Teams</b> 1:00pm - 2:00pm FREE</p>	<p><b>Business Mapping: Developing a Smart Business Model</b> 1:00pm- 3:30pm \$59</p>	<p><b>PACKAGE</b></p> <p><b>Market Research 2: Surveys and Focus Groups</b> 10:30am - 4:30pm \$69 (\$119 for package)</p>	<p><b>Operations Management for Small Business</b> 9:00am – 12:00pm \$39</p> <p><b>Benefits of Unified Communications for your Remote Office</b> 1:00pm - 2:00pm FREE</p>
<b>27 28 29 30</b>				
<p><b>Supplying Professional Services to the Federal Government</b> 10:30am - 12:00pm FREE</p> <p><b>Trademarks, Copyright, Patents and More</b> 1:00pm – 4:00pm \$39</p>	<p><b>Exporting Beyond COVID-19: Preparing Your Business for the Long-Run</b> 9:30am – 11:00am FREE</p> <p><b>Get Started with Email Marketing</b> 1:00pm – 4:00pm \$39</p>	<p><b>Strategies for Staying Resilient During COVID-19 (Part 1)</b> 10:00am – 11:00am FREE</p> <p><b>Marketing for Small Business</b> 1:00pm – 4:00pm \$59</p>		



# JUNE 2020

Monday	Tuesday	Wednesday	Thursday	Friday
<b>1 2 3 4 5</b>				
<p><b>Designing a New Content Marketing Plan for 2020</b> 1:00pm – 2:00pm FREE</p>	<p><b>Starting a Consulting Business</b> 9:00am – 12:00pm \$59</p>	<p><b>Marketing for Small Business</b> 9:00am – 12:00pm \$59</p>		<p><b>How to Become an Inclusive Employer After COVID-19</b> 10:30am – 11:30am FREE</p>
<b>8 9 10 11 12</b>				
	<p><b>Business Networking Skills for Success</b> 10:00am- 12:00pm \$39</p> <p><b>Sales Strategies for Small Business</b> 1:00pm- 4:00pm \$59</p>	<p><b>Business Mapping: Developing a Smart Business Model</b> 1:00pm- 3:30pm \$59</p>	<p><b>PACKAGE</b> <b>Market Research 1: Find Business Data and Insights</b> 10:30am- 4:30pm \$69 (\$119 for package)</p>	<p><b>Operations Management for Small Business</b> 9:00am - 12:00pm \$39</p>
<b>15 16 17 18 19</b>				
	<p><b>PACKAGE</b> <b>Taxsense for Incorporating Your Business</b> 9:00am- 12:00pm \$59</p> <p><b>Steps to Incorporate Your Business</b> 1:00pm- 4:00pm \$59 (\$99 for package)</p>	<p><b>PACKAGE</b> <b>Start Smart 1: Basics of Starting a Business</b> 9:00am – 12:30pm \$29</p> <p><b>Start Smart 2: Key Considerations of Starting a Business</b> 1:30pm – 4:00pm \$29 (\$49 for package)</p>	<p><b>PACKAGE</b> <b>Market Research 2: Surveys and Focus Groups</b> 10:30am - 4:30pm \$69 (\$119 for package)</p>	<p><b>Early Stage Financing for Entrepreneurs</b> 1:00pm – 2:30pm FREE</p>
<b>22 23 24 25 26</b>				
<p><b>Writing a Business Plan</b> 9:00am- 12:00pm \$59</p>	<p><b>PACKAGE</b> <b>Business Viability 1: The Break-even Analysis</b> 9:00am – 12:00pm \$69</p> <p><b>Business Viability 2: The Cash Flow Forecast</b> 1:00pm – 4:00pm \$69 (\$119 for package)</p>	<p><b>Doing Business with the Government of Canada: Half Day Condensed</b> 9:00am - 12:00pm FREE</p> <p><b>Retail Ready: How to Get Your Product Into Stores</b> 1:00pm – 4:00pm \$39</p>	<p><b>How to Drive More Traffic to Your Website</b> 1:00pm – 3:00pm \$49</p>	
<b>29 30</b>				
<p><b>Blogging to Promote Your Business</b> 9:00am – 12:00pm \$49</p> <p><b>Creating a Website for Your Business</b> 1:00pm - 3:00pm \$59</p>				

## SEMINAR PROGRAMS

### BUSINESS PLANNING SERIES PACKAGE

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 Business Data and Insights
- Market Research 2: Surveys and Focus Groups
- Operations Management for Small Business
- Creating a Website for Your Business
- Marketing for Small Business
- Writing a Business Plan

IN PERSON

OR

WEBINAR

**\$551**

**NOW**

**\$419**

PLUS TAX



## COVID-19 SPECIAL TOPICS

### KEEPING YOUR CUSTOMERS INFORMED DURING THE PANDEMIC

In the era of physical distancing, communicating with customers has taken on a whole new importance – and challenge. Customers we previously interacted with in-person have moved online, and now all communication must flow through digital channels.

IN PERSON

Join Mhairi Petrovic, social media and e-mail marketing presenter at Small Business BC, and learn the key steps you need to consider when creating your strategy.

OR

WEBINAR

**FREE**

It starts with an inventory of the channels you have and gaps that may exist. With time of the essence, we'll then examine quick wins for businesses and ways to effectively get your message across. Finally, we'll examine some professional, yet approachable, examples from other small businesses..

What will I learn?

- Deciding which channels to use, what to say, how to craft your message, and plan next steps
- Ways to keep customers and followers engaged and informed
- What to do about prescheduled campaigns
- How to quickly set up an e-mail broadcast
- Language and image considerations

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

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### PIVOTING TO ADD A DELIVERY SERVICE TO YOUR SMALL BUSINESS

As small businesses play their part in helping to flatten the curve, it's seen most businesses closing their storefronts and physical locations. Creating a delivery arm for your small business could be one way to keep serving your existing customer base, while also attracting new customers.

IN PERSON

Join presenter Marc Kuo and learn the steps, considerations and things to keep in mind as you develop a strategy for your new delivery service. What will I learn?

OR

WEBINAR

**FREE**

- Key aspects to setting up a delivery service
- Important considerations to keep in mind
- Designing the customer experience: contactless deliveries and social distancing
- How to build in efficiencies: from route optimization to client communications

*Presented By: Marc Kuo of Routific*

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### STAYING RESILIENT IN EXTRAORDINARY TIMES

In the coming weeks and months, Canadian businesses will face an unprecedented test of their resiliency due to COVID-19. How they respond during this time will make all the difference. Join leadership coach and consultant Christina Nikiforuk to learn how to practice resiliency as a small business.

IN PERSON

When faced with broad-based uncertainty, it is natural to feel stress and anxiety. However, too much stress can negatively impact our mental and physical health. This session will help you cope by starting with self-care for leaders: it begins with you. What are some things you can do as a small business owner or leader to manage your stress? What are some things you can do as a leader to help your team and fellow staff members?

OR

WEBINAR

**FREE**

What will I learn?

- Practical strategies for self-care as a leader in your organization
- The benefits of building personal resiliency
- Tips on how to build resiliency within the team

*Presented by: Christina Nikiforuk of Liberate Leadership Coaching & Consulting*



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## LOCAL BUSINESSES WORKING TOGETHER IN CHALLENGING TIMES

One of the ways to react in a crisis is to cooperate and build strength by working together. This is what some local businesses are doing right now as we all face the realities of a pandemic situation.

Join us for a webinar about examples of local businesses forming collaborative projects so you can bring ideas back to your community and begin cooperating too.

What will I learn?

- Economic and other impacts of small and local businesses
- How local supply chains matter now more than ever
- Examples of collaborative projects in BC that keep money circulating locally

*Presented by: Amy Robinson, Michèle Hamilton, and Travis Smith*

IN PERSON

OR

WEBINAR

**FREE**

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## FINDING A NEW NORMAL: LEADING YOUR BUSINESS THROUGH TIMES OF UNCERTAINTY

With a pandemic at our door, navigating business in this amount of uncertainty requires an approach that includes a reset of your business plan. This session will help you find your new normal and make sure you can make the transition well. This webinar will cover the critical steps required to respond to COVID-19 and the recession.

This session will be hosted by Spring and will use Crowdcast (no installation is required, click [here](#) for technical support).

What will I learn?

- Cash flow and emergency response plans
- Mapping your new normal
- Developing your new plan
- How to include your team
- Getting help

*Presented by: Spring*

IN PERSON

OR

WEBINAR

**FREE**

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## BUILDING A REMOTE WORK STRATEGY FOR YOUR SMALL BUSINESS

You've heard of cloud-based systems and on-demand access to all your files and programs, but think it's all "pie in the sky" talk?

Join us and learn from a representative from Uniserve about building a framework for your remote workplace with just the right amount of cloud computing that you need. In the COVID-19 era, every business needs a degree of cloud readiness. You can create a step-by-step plan for transitioning on the one hand, while discovering some easy wins you get started with right away. What will I learn?

- The building blocks to working remotely and what other businesses are doing
- Understand the spectrum of businesses and how to identify the gaps in your business
- Start forming a plan, from basic terms to key strategic aspects to actionable next steps
- Begin forming a guide to transitioning your business (PDF worksheets included)

*Presented by: Kelly Walker of Uniserve*

IN PERSON

OR

WEBINAR

**FREE**

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## HOW TO CHOOSE AN ONLINE COLLABORATION PLATFORM

As a small business, is it feasible to move the entire team "to the cloud" and collaborate online? What does that even mean? How are Office 365, GSuite, Google Drive, Dropbox and so forth different?

These questions and many more will be answered in this webinar designed to clarify what online collaboration platforms can do, and how to choose between the many options out there as a small business. We will also look at the keys to a successful implementation and what to expect in the transition process.

What will I learn?

- What an online collaboration platform can do for your remote team
- How to decide between options and look under the hood at how platforms are managed and hosted

IN PERSON

OR

WEBINAR

**FREE**

- What migration looks like and what to expect regarding cost and time
- Security concerns and best practices, e.g. personal account use
- Keys to success when launching a new platform

*Presented by: Kelly Walker of Universerve*

## STAYING HEALTHY WHILE WORKING FROM HOME

With the new realities of #wfh and societal change all around us, it's never been more important to stay physically active, mentally calm, and healthy. There's no better way than to do it as a team-building initiative to inject some social time into the day and improve staff morale.

Join us for a webinar about Healthy Workplaces, and specifically the Healthy @ Home challenges presented by the Canadian Cancer Society, and take away easy-to-implement plans that small businesses like yours can adopt while we're all working from home or wherever your team may be.

What will I learn?

- Background on Healthy Workplaces resources, and past challenges
- How to access free online toolkits and help to easily build a plan for your workplace
- How to join challenges and encourage participation within your team
- How to obtain customizable support online or over the phone for making wellness a part of your company culture
- How Healthy Workplaces is planning on turning its program virtual

*Presented by: Lynn Murad*

IN PERSON

OR

WEBINAR

**FREE**

## HOW TO STAY RELEVANT IN UNCERTAIN TIMES

Wondering how you can stay on your customer's radar during this lockdown and amidst massive lifestyle changes across the board?

There are many questions about what to do and how to adapt. Start by creating your conceptual framework for staying relevant by drawing inspiration from other businesses in BC. The webinar will highlight numerous examples of businesses doing things differently to stay relevant and top of mind. Leave with ideas of your own to apply in your small business.

This session will be hosted by Mary Charleson and she will be using Zoom ([click to download](#) Zoom in advance).

What will I learn?

- Understanding how consumer behaviour has changed, and will continue to change
- Reframing your core competency for what is relevant right now
- How responding creatively to existing and new target market needs can propel your business beyond the pandemic
- Why being human in your marketing, nurturing connection and having empathy matter even more right now
- Building your framework for recovery: response, recovery and renewal

*Presented by: Mary Charleson of Five-Minute Marketing*

IN PERSON

OR

WEBINAR

**FREE**

## DATA SECURITY AND MANAGEMENT WITH REMOTE TEAMS

Managing smooth access to data for authorized users and keeping unauthorized access out are issues that can hinder the transition to a fully remote workplace.

Arm yourself with an understanding of data management and security so that your business retains an appropriate level of control over its data while enabling your employees to work remotely and effectively. If you are still using flash drives and emailing files around, this webinar is for you.

What will I learn?

- Identifying where your data is currently stored
- Understanding different ways of sending, storing, and managing files
- Legal ramifications of data mismanagement

IN PERSON

OR

WEBINAR

**FREE**

- Protecting sensitive information from unauthorized or unintentional access
- Importance of data backups and version control
- Balancing priorities and needs: from personal devices to workplace hardware

*Presented by: Presented by: Kelly Walker of Universerve*

## **BENEFITS OF UNIFIED COMMUNICATIONS FOR YOUR REMOTE OFFICE**

Is having multiple communication providers and services hindering your ability to set up a remote team?

IN PERSON

No need to get your cables and cords in a bunch. This webinar will help you figure out what's best for your small business. Discover the benefits of having a unified communications platform, from cost savings to increased productivity. Voice calls, web conferencing, instant messaging and more can be found in one solution — the options for which we will look at together.

OR

WEBINAR

What will I learn?

**FREE**

- Key features of unified communications and the range of providers
- Benefits of having the portability and flexibility of reaching staff wherever they are
- Benefits of flexible communications: phone calls, conference calls, online chat, etc. available on multiple devices
- How powerful the tools can be, yet how simple they are to use
- What to expect in terms of cost

*Presented by: Eddie Abbey of Uniserve*

## **EXPORTING BEYOND COVID-19: PREPARING YOUR BUSINESS FOR THE LONG-RUN**

For the time being, the COVID-19-economy has drastically changed the face of exporting, and now is the time to adapt and prepare for the future. Having the skills and tools required to sell your goods and services to other provinces and countries takes preparation which you can start now. In this webinar, you'll learn how you can attend virtual tradeshow, access funding resources, and hone a skill set that can help you export across the globe, from Alberta to Australia. Business around the world is adapting, and now could be the time to look into expanding your markets.

IN PERSON

OR

WEBINAR

What will I learn?

**FREE**

- Funding opportunities for exporting business for non-travel expenses
- Continue to build your sales relationships virtually
- Find tradeshow that have moved online or to B2B platforms

*Presented by: Allison Boulton of Export Navigator*

## **STRATEGIES FOR STAYING RESILIENT DURING COVID-19 (PART 1)**

Faced with significant challenges wrought by COVID-19, resilience is more important than ever for small business owners.

IN PERSON

As a follow up to our special topics webinar "Staying Resilient During Extraordinary Times" facilitated by Christina Nikiforuk, Leadership Coach and Consultant, we are pleased to offer a three-part resilience series.

OR

WEBINAR

Each webinar will feature a small business owner who will share their tools and tips for enhancing resilience. You will have an opportunity to learn what other business owners are doing from both a business point of view, as well as a mental health perspective, during this extraordinary period. Join at any time during the series and catch past sessions as recordings will be made available.

**FREE**

This session's guest is Dave Lundberg, founder of Small Pause Coaching, father of two, and experienced equine coach. Drawing from his experience working with horses, Dave introduces his clients to a unique and powerful form of learning and growth. As a self-employed worker himself, Dave has also been significantly impacted by COVID-19. Learn what steps Dave has taken to change his business and to build his own resilience during this challenging time.

What will I learn?

- The challenges facing other small businesses and what steps they are taking to adapt
- What other small business owners are doing to build their resilience for themselves and their team
- Tools and tips on managing stress and building your resilience that you can adopt right away

*Presented by: Christina Nikiforuk of Liberate Leadership Coaching & Consulting and Dave Lundberg*

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## TAXSENSE DURING COVID-19

In this difficult climate, every dollar counts, and employers like yourself are looking to help their business and staff as much as possible. Join a representative from Loren Nancke Chartered Professional Accountants and learn from tax accountants on tax opportunities as well as tax impacts you need to know right now.

What will I learn?

- What to expect when employees claim home office expenses through the T2200 form
- CERB and CEWS government supports and tax implications
- What to know about tuition and student loan interest
- Warnings around temptation to amend prior returns in order to qualify for emergency benefits

*Presented by: Jacob Van Gaalen of Loren Nancke & Company CPAs*

IN PERSON

OR

WEBINAR

**FREE**

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## GOOGLE STRATEGIES FOR FOOD AND BEVERAGE BUSINESSES

Since the advent of COVID-19, physical distancing has shifted customer foot traffic from the street to the online world. How you attract and speak to these customers will make all the difference, and your first step is tending to your online "front door" – your Google My Business profile.

While some businesses have had no choice but to close their doors, there are several cheap and effective strategies you can implement to sustain your business online until the economy can return to a semblance of normality. What will I learn?

- The impact "Google My Business" can have on your business
- Best practices for informing customers on "how" to do business in light of physical distancing
- How to create trust and demonstrate how it is safe to conduct business with your organization
- Updating your business description to include NEW keywords people are using to improve your local SEO

*Presented by: Warren Thompson of Ollo Metrics*

IN PERSON

OR

WEBINAR

**FREE**

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## COVID-19 WORKPLACE HEALTH AND SAFETY

As thoughts begin to turn toward reopening our economy, business owners must ensure their workplace is taking preventative measures to stop the spread of COVID-19.

Presented by Chris Back from WorkSafeBC, this informative webinar will cover important aspects of ensuring workplace health and safety for employees and customers alike. Topics covered will include COVID-19 transmission and ways to mitigate exposure, use of masks and other physical barriers, as well as best practices in working from home arrangements.

What will I learn?

- COVID-19 facts and how to reduce risk of exposure for staff and customers
- Rights and responsibilities of employees and employers
- Psychological safety, working at home, and employment status considerations
- WorkSafeBC claims process, support, and other resources

*Presented by: WorkSafe BC*

IN PERSON

OR

WEBINAR

**FREE**

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## ECOMMERCE 101: WHAT, WHY, AND HOW

Learn what eCommerce is, why you should consider it for your business, and how you can easily get started.

Join us online for an eCommerce webinar, to help business owners with the basic concepts of setting up an online shop. We will go over the steps required before launching a store to assist with the basic foundations and necessary steps you need to start selling online. This session will be hosted by Digital Main Street and will use Zoom (click to download Zoom in advance).

What will I learn?

- What is eCommerce, what platforms are available, and how to pick the right one.

IN PERSON

OR

WEBINAR

**FREE**

- The benefits of selling online, and the importance of E-commerce.
- How eCommerce works, how & where to purchase, pricing and starting off with the purchase of a domain.
- How inventory management is valuable to E-commerce, the importance of Inventory management, choosing the right solution, and POS for both in-store and online.
- Optimizing your site, choosing the right themes (Free vs Paid vs Custom), overall content of website, image optimization, and SEO basics.
- We will look at Security Payments and Shipping including what payment processing options to choose, the various shipping options & costs and dig deeper into conversion tools
- Look at the basics of driving traffic and boost sales using social media advertising.

*Presented by: Digital Main Street in collaboration with BIABC*

## STRATEGIES FOR STAYING RESILIENT DURING COVID-19 (PART 2)

Faced with significant challenges wrought by COVID-19, resilience is more important than ever for small business owners.

IN PERSON

As a follow up to our special topics webinar “Staying Resilient During Extraordinary Times” facilitated by Christina Nikiforuk, Leadership Coach and Consultant, we are pleased to offer a three-part resilience series.

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Each webinar will feature a small business owner who will share their tools and tips for enhancing resilience. You will have an opportunity to learn what other business owners are doing from both a business point of view, as well as a mental health perspective, during this extraordinary period. Join at any time during the series and catch past sessions as recordings will be made available.

**FREE**

The guest speaker for this session will be Braeden Ralla of Purpose Smoothie Company.

What will I learn?

- The challenges facing other small businesses and what steps they are taking to adapt
- What other small business owners are doing to build their resilience for themselves and their team
- Tools and tips on managing stress and building your resilience that you can adopt right away

*Presented by: Christina Nikiforuk of Liberate Leadership Coaching & Consulting and Braeden Ralla*

## MARKETING DURING CRISIS: HOW TO STRIKE THE RIGHT BALANCE

In the last few months, our world has changed. Consumer behaviors and priorities have shifted, has your messaging changed accordingly? It's time to revisit your approach to marketing and learn how to reframe your offers and promotions in this time of drastic change and upheaval.

IN PERSON

OR

WEBINAR

Join us for this informative webinar and learn the basics of marketing during a crisis.

What will I learn?

**FREE**

- How to interpret consumer changes and align your business priorities
- How to avoid “perfection paralysis” when introducing new offers
- How to create marketing and sales materials that resonate with your clients

*Presented by: Amy Sanyal of The Uncommoners Club*

## CREATING PROFESSIONAL VIDEO CONTENT USING YOUR PHONE

If marketing has taught us anything in recent years it's that customers love video content. Many business owners think it's expensive and time-consuming to create this content but this is no longer the case. Thanks to the humble smartphone, professional-looking videos can be made quickly and easily.

IN PERSON

OR

WEBINAR

In the era of physical distancing, now is the perfect time for business owners to become comfortable with producing their own video content. All that's needed is a smartphone and a good idea. Join us for this fun and informative webinar and learn how to produce videos you can use immediately to tell your stories during the pandemic or build a library of videos you can draw from in the future as you populate your content calendar.

**FREE**

What will I learn?

- How to build trust by connecting with your audience through video
- Tailor your content strategy towards the social media platforms your audience is attracted to
- Techniques to get started with just a smartphone
- Tips on writing scripts for clarity and persuasion
- The most cost-effective video editing apps for small businesses

*Presented by: Stefan Van Mourik*

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## WEB PRESENCE 101 AND CUSTOMER ENGAGEMENT DURING COVID-19

Your customers are on the web. Having a website and online presence strategy allows you to market your small business online. More than ever, your small business needs to be engaging with customers virtually.

IN PERSON

In this workshop, you will get practical tips and tricks to use social media, email marketing, and Google My Business platforms to create meaningful engagement with your customers and community. We will also discuss the importance of online presence for your business success and what you need to know about getting started.

OR

WEBINAR

**FREE**

Join us to learn how you can continue to engage with your customers during these times, why it is more important than ever, and tips for how you can connect with your audience in an easy and engaging way.

This session will be hosted by Digital Main Street and will use Zoom

What will I learn?

- What is web presence and what platforms you can use to set up your website
- How to develop a Brand Guide
- How to create a content strategy for your website
- How to optimize website content for the best possible search engine ranking (SEO)
- How your website can appear in local search directories such as Google My Business
- How to create a Buyer Persona
- The fundamentals of responsive web design
- How to create a social media strategy and increase engagement, including resources and advanced tools.
- Why email marketing can be a powerful and cost-effective way to grow your business.
- How to create an email marketing strategy, build a list, and upcycle your content
- How to serve your email list and send out engaging content
- How to use your Google My Business platform to get the most reach and rise above competitors in your field
- How to use Google My Business' messaging platform
- Why you need to reply to all reviews, and how to handle negative ones

*Presented by: Digital Main Street in collaboration with BIABC*

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## STRATEGIES FOR STAYING RESILIENT DURING COVID-19 (PART 3)

Faced with significant challenges wrought by COVID-19, resilience is more important than ever for small business owners.

IN PERSON

As a follow up to our special topics webinar "Staying Resilient During Extraordinary Times" facilitated by Christina Nikiforuk, Leadership Coach and Consultant, we are pleased to offer a three-part resilience series.

OR

WEBINAR

**FREE**

Each webinar will feature a small business owner who will share their tools and tips for enhancing resilience. You will have an opportunity to learn what other business owners are doing from both a business point of view, as well as a mental health perspective, during this extraordinary period. Join at any time during the series and catch past sessions as recordings will be made available.

The guest speaker for this session will be Dagmar Meachem, owner of Courage Space Coaching & Consulting.

What will I learn?

- The challenges facing other small businesses and what steps they are taking to adapt
- What other small business owners are doing to build their resilience for themselves and their team
- Tools and tips on managing stress and building your resilience that you can adopt right away

*Presented by: Iain Rogers, founder of Entreflow*

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## STRATEGIES FOR STAYING RESILIENT DURING COVID-19 (PART 3)

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OR

WEBINAR

What will I learn?

**FREE**

- Tips to help you with cash flow forecasting
- Ways to identify and cut expenses for a leaner operation
- The role of financing and loans to increase cash flow
- Places where you can find more revenue

*Presented by: Christina Nikiforuk of Liberate Leadership Coaching & Consulting and Dagmar Meachem*

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## DESIGNING A NEW CONTENT MARKETING PLAN FOR 2020

With customers safely perched at home, content consumption is at an all-time high right now. Is your business creating the type of content your customers and clients want to see?

IN PERSON

Join Ashley “WriterGal” Doan as she shares why content like blogs, social media posts, lead magnets, and video are invaluable for your business success. You’ll discover an easy-to-follow framework so you can plan the rest of your 2020 content calendar in less than a day.

OR

WEBINAR

**FREE**

What will I learn?

- What content your business should be creating right now to satisfy your audience
- Protips for producing more content from less
- The exact steps to plan your remaining 2020 content calendar

*Presented by: Ashley Doan of WriterGal Marketing Services*

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## HOW TO BECOME AN INCLUSIVE EMPLOYER AFTER COVID-19

As we begin the process of re-opening our economy, many business owners will face the need to rebuild and hire new staff. This presents a unique opportunity to build from the ground up with a more inclusive hiring policy. Not only can an employer cast a wider net to find the right candidate, they’ll also enhance the standing of their brand through inclusive hiring practices. By implementing these step-by-step practices, a business can demonstrate social values that will resonate with customers and employees alike.

IN PERSON

OR

WEBINAR

Moderated by Trish Kelly of the Presidents Group, along with HR and inclusion experts Jamie Millar-Dixon and Kristin Bower (who recently published the Untapped Talent B2B guidebook) this informative webinar will equip business owners with the tools and know-how to build a welcoming and more inclusive workplace.

**FREE**

What will I learn?

- Key HR concepts and how to think of HR in more inclusive ways
- How inclusive hiring practices can benefit a business
- Recruitment strategies to access untapped sources of talent
- Case studies of small businesses already practicing inclusive hiring

*Presented by: The Presidents Group*

## 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

IN PERSON

OR

WEBINAR

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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*

**\$59**  
PLUS TAX

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## WRITING A BUSINESS 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

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.*

**\$59**  
PLUS TAX

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## EARLY STAGE FINANCING FOR SMALL BUSINESS

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

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*

**FREE**

## EXPORT

### HOW TO START EXPORTING FROM CANADA

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

- 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.

WEBINAR

**\$59**  
PLUS TAX

*Presented by A Representative of Small Business BC*

## 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 Financials
- 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 FINANCIALS

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

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## BUSINESS VIABILITY 1: THE BREAK EVEN ANALYSIS

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

Learning Objectives:

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

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

*Presented by Bill Erichson of Pacific Training Innovations*

IN PERSON

OR

WEBINAR

**\$69**  
PLUS TAX

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## BUSINESS VIABILITY 2: THE CASH FLOW FORECAST

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

Learning Objectives:

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

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

*Presented by Bill Erichson of Pacific Training Innovations*

IN PERSON

OR

WEBINAR

**\$69**  
PLUS TAX

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## FINANCIAL PLANNING FOR YOUR SMALL BUSINESS

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

Learning Objectives:

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

*Presented by Dianne Mueller of SOMA Business Solutions*

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX

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## PRICING STRATEGIES: PRICING AND COSTING YOUR PRODUCT

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

IN PERSON

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WEBINAR

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

**\$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

OR

WEBINAR

Learning Objectives:

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

**FREE**

This seminar is a condensed version of the following seminars:

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

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

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## 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

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*

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## SUPPLYING PROFESSIONAL SERVICES TO THE GOVERNMENT OF CANADA

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

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.

### 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.*

IN PERSON

OR

WEBINAR  
**FREE**

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## IDEAS: INNOVATION FOR DEFENCE EXCELLENCE AND SECURITY

Are you an innovator? Regardless if you are working from your home, an academic in a university lab or a scientist in a small business or a major corporation, the Innovation for Defence, Excellence and Security (IDEaS) program is looking for your solutions to help resolve defence and security challenges.

IDEaS will support the development of solutions from their conceptual stage, through prototype testing and capability development. The program includes several elements that promote collaboration between innovators, provides developmental resources and provides opportunities to interact with the Department of National Defence community.

### What will I learn?

- An overview of the IDEaS program
- Understand program elements including competitive projects, innovation networks, sandboxes, contests and assessment & implementation
- Become familiar with the innovation enabling elements including ideation, integrators, and mobility
- Determine funding eligibility for the program
- Understand intellectual property rights with your innovation

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

IN PERSON

OR

WEBINAR  
**FREE**

## 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.

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

#### Learning Objectives:

##### Part One: The Growth Environment

- Understand how rapid growth can kill your business
- Discover the four aspects of enterprise

IN PERSON

OR

WEBINAR

**\$69**  
PLUS TAX

- Find the transition points in your business: micro to small or small to medium
- Identify the three roles a founder plays in growing your business

### Part Two: Developing the Plan

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

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

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

*Presented by Bill Erichson of Pacific Training Innovations*

## 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.

Learning Objectives:

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

*Presented by a Representative of Small Business BC*

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX

### HOW TO START IMPORTING INTO CANADA

Thinking of importing into Canada? Instead of trawling through the avalanche of confusing information online, join us for this seminar as we walk through the overall importation process from start to finish.

Join Max Vitali for an introduction to the different government bodies and regulations that you must comply in the importing process. This seminar is an ideal introduction before Importing Regulations In Canada and the Import/Export Advisory service. Attend this seminar and receive 15% off your Import/Export Advisory. Call us at 604-775-5541 to book your appointment.

Learning Objectives:

- The three key elements of a solid importation plan
- The types of risk to be aware of and how to manage or minimize them
- Tariff and Non-tariff barriers
- An introduction to free trade agreements with specific relevance to trading relationships across the NAFTA bloc
- How to set up efficient shipping
- Understanding customs in Canada
- An overview of Incoterms

*Presented By: Laura Aveledo of Small Business BC.*

IN PERSON

OR

WEBINAR

**\$59**

## 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
- Steps to Incorporate Your Business

### 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](http://www.cipo.ic.gc.ca) to find out the different forms of intellectual property available to you; then join Jennifer Marles to learn the legal steps involved in patenting your small business.

*Presented by a representative of Oyen Wiggs Green & Mutala LLP*

IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

### STEPS TO INCORPORATE YOUR BUSINESS

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

## MARKETING 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.

IN PERSON

OR

WEBINAR

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.

**\$59**  
PLUS TAX

*Presented by Mary Charleson of Charleson Communications*

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## 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

WEBINAR

This seminar will help you:

- 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*

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## SOCIAL MEDIA FOR 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:

- 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.

OR

WEBINAR

**\$39**  
PLUS TAX

*Presented by Mhairi Petrovic of Out-Smarts Marketing Inc.*

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## BUSINESS NETWORKING SKILLS FOR SUCCESS

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

WEBINAR

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

**\$39**  
PLUS TAX

*Presented by Cathy Kuzel, Professional Mentor and Business Coach*

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## SALES STRATEGIES FOR SMALL BUSINESS

Unsure how to generate leads and close sales? This seminar is designed to help you become comfortable with the sales process that can help make your business profitable. Come learn the six sales principles for the entrepreneur and how to apply them to your business.

Learning Objectives:

- Define your product offering and target market
- Learn the tools for effective lead generation
- Understand the sales cycle
- Learn how to overcome objections using the quad method
- Understand effective closing strategies closing strategies and the importance of follow-up

*Presented by Cathy Kuzel, Professional Mentor and Business Coach*

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX

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## 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

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## CREATING A WEBSITE FOR YOUR BUSINESS

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

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## BLOGGING TO PROMOTE YOUR BUSINESS

Blogging offers a cheap and effective way to drive traffic to your website. Join us for this interactive seminar and learn the secrets behind successful blogging.

Blogging allows a business to easily create and share valuable and relevant content with their target audience. Whether it's blogging, social media or newsletters, content marketing is critical for entrepreneurs looking to promote their business in a budget-conscious manner. Join Ashley "WriterGal" Doan, Writergal Marketing Services, and learn how to increase visitors to your site organically and keep them there longer by publishing great content. Takeaways from this interactive session include a workbook containing a content calendar, a content recycling planner, blogging tools and more to help you create a content strategy that will be easy execute.

What will I learn?

IN PERSON

OR

WEBINAR

**\$49**  
PLUS TAX

- Five keys to writing for the internet and your audience
- Time-saving strategies to save time and effort
- How to create eye-catching headlines
- Ways to incorporate blogging into your content marketing strategy

*Presented by Ashley Doan, Writergal Marketing Services*

## HOW TO DRIVE MORE TRAFFIC TO YOUR WEBSITE

93% of online experiences begin with a search engine. Understanding how to improve your visibility in Google and other search engines is crucial for driving traffic to your website. Learn free online tools to find out who your website visitors are, what they're searching for, and how you can get more visitors and paying customers.

This seminar will provide you with an overview of the digital ecosystem including search engines and analytics. Join our digital marketing expert Warren Thompson, Co-Founder of Ollo Metrics as he helps you learn who your customers are and how they find you online.

What will I learn?

- The steps to setting up your Google Analytics account (free checklist provided)
- Free methods to learn more about your customers with real data
- How to find your "rock star" products, services, or staff that are attracting visitors
- Ways to figure out your competitors' marketing strategy and use it to your advantage
- Learn what search terms your visitors are using and better target people like the
- Improve user experience by removing confusing pages or poor navigation design
- Tips on improving your website's ranking on search engines for search engine optimization (SEO)

*Presented by: Warren Thompson*

IN PERSON

OR

WEBINAR

**\$49**  
PLUS TAX

## RETAIL READY: HOW TO GET YOUR PRODUCT INTO STORES

Are you ready to take your product to retail? Getting your product onto store shelves can be challenging and costly, especially if you don't understand the pitfalls. Get started by learning about product design and how to tell your brand's story in a way that resonates with retailers and consumers.

This seminar will also focus on setting the correct retail price for your product and determining suitable sales channels to pursue your ideal customers. Join us and learn from Jim Shopland's decades of experience with retailers.

What will I learn?

- The steps involved in getting your products into stores
- Understand how retailers evaluate new products
- How to get your product ready, from packaging to branding
- Choosing the best sales channel and retailer for your ideal customers
- Become comfortable with concepts like pricing structure and margin
- Start developing a product story that appeals to retailers and customers alike

*Presented by: Jim Shopland*

IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

## MARKET RESEARCH

### MARKET RESEARCH FOR YOUR BUSINESS PACKAGE

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 Business Data and Insights
- Market Research 2: Surveys and Focus Groups

### PACKAGE

IN PERSON

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WEBINAR  
**\$138**

**NOW**  
**\$119**  
PLUS TAX

### MARKET RESEARCH 1: FIND BUSINESS DATA AND INSIGHTS

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

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 MANAGEMENT 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

## 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: Basics of Starting a Business
- Start Smart 2: Key Considerations of Starting a Business

### PACKAGE

IN PERSON

OR

WEBINAR

**\$58**

**NOW**

**\$49**

PLUS TAX

### START SMART 1: BASICS OF STARTING A BUSINESS

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: KEY CONSIDERATIONS OF STARTING A BUSINESS

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

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## 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 Hrycyshen of Small Business BC*

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## ROCK YOUR SIDE HUSTLE AND KEEP YOUR DAY JOB

Thinking of starting your own side hustle? It's an exciting decision but it isn't easy; especially if it's your first time! And, while you might have an amazing idea, you don't feel quite ready to quit your day job and go all in. Don't worry, you're not alone in feeling this way! Many entrepreneurs run side businesses while keeping their full-time jobs and there are proven ways to do so.

In this seminar, you'll discover what you need to know to start a side hustle while keeping your 9 to 5, how to manage your time and finances, and when to transition into a full-time business owner.

What will I learn?

- Why "The Leap" isn't as straightforward as you think
- Reasons to keep your day job while starting a business
- 10 tips on how start and run your business and manage your day job at the same time
- How to transition from side business to full time successfully
- What to expect in your first year as a full time business owner

*Presented by Gisele Forge*

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## 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

**\$59**  
PLUS TAX

Learning Objectives:

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

*Presented by Dave Schulte of Vancouver Consultants*

## CREATING YOUR BUSINESS PITCH

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 Hrycyshen, 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
- Steps to Incorporate Your Business

**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 SMALL 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

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