

# Seminar Catalogue

January – March 2021



# 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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# JANUARY 2021

Monday	Tuesday	Wednesday	Thursday	Friday
				1
4	5	6	7	8
11	12	13	14	15
	<b>PACKAGE</b> <b>Business Viability 1: The Break-Even Analysis</b> 9:00am – 12:00pm \$69  <b>Business Viability 2: The Cash Flow Forecast</b> 1:00pm – 4:00pm \$69 (\$119 for package)		<b>Supplying Professional Services to the Federal Government</b> 10:30am – 12:00pm FREE	
18	19	20	21	22
<b>Creating a Website for Your Business</b> 1:00pm – 3:00pm \$59	<b>Market Research 1: Find Business Data and Insights</b> 1:00pm – 4:00pm \$69 (\$119 for package)	<b>PACKAGE</b> <b>Start Smart 1: Basics of Starting a Business</b> 9:00am – 12:30pm \$29  <b>Start Smart 2: Key Considerations of Starting a Business</b> 1:30pm – 4:00pm \$29 (\$49 for package)	<b>Doing Business with the Government of Canada: Half Day Condensed</b> 1:00pm – 4:00pm FREE	
25	26	27	28	29
<b>The New Art of Selling</b> 1:00pm – 2:30pm \$49	<b>First Nations Tax Exemptions: What You Need to Know</b> 10:00am – 12:00pm FREE  <b>Marketing Research 2: Surveys and Focus Groups</b> 1:00pm – 4:00pm \$69 (\$119 for package)	<b>TaxSense for Small Business</b> 9:00am – 12:00pm \$69	<b>Early Stage Financing for Small Business</b> 1:00pm – 2:30pm FREE	<b>Panel: Small Business Trends for 2021</b> 1:00pm – 2:00pm \$10

## FEBRUARY 2021

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
<b>Bloggging to Promote Your Business</b> 9:00am – 12:00pm \$49		<b>TaxSense for Covid-19</b> 10:00am – 11:00am FREE  <b>Debt Restructuring in Difficult Times</b> 1:00pm – 2:30pm \$29		
8	9	10	11	12
	<b>Creating Engaging Video Content Using Your Phone</b> 1:00pm – 3:00pm \$49  <b>How to Launch Your Product in Today's World</b> 1:00pm – 4:00pm \$39	<b>How Much is Your Business Worth?</b> 10:30am – 12:00am \$49  <b>Social Media for Small Business</b> 1:00pm – 4:00pm \$39	<b>How to Do Business with the Federal Government</b> 10:30am – 12:00pm FREE  <b>Building your Export Plan</b> 1:30pm – 3:00pm FREE	<b>Importing Regulations in Canada</b> 9:00am – 1:00pm \$49
15	16	17	18	19
		<b>PACKAGE</b> <b>Start Smart 1: Basics of Starting a Business</b> 9:00am – 12:30pm \$29  <b>Start Smart 2: Key Considerations of Starting a Business</b> 1:30pm – 4:00pm \$29 (\$49 for package)	<b>Finding and Bidding on Opportunities with the Government of Canada</b> 1:00pm – 3:00pm FREE	<b>Writing a Business Plan</b> 9:00am – 12:00pm \$59
22	23	24	25	26
	<b>Operations Management for Small Business</b> 9:00am – 2:00pm \$39  <b>Marketing for Small Business</b> 1:00pm – 4:00pm \$59	<b>Business Networking Skills for Success</b> 10:00am – 12:00pm \$39  <b>How to Drive More Traffic to Your Website</b> 2:30pm – 3:00pm \$49	<b>Early Stage Financing for Small Business</b> 1:00pm – 2:30pm FREE	<b>Trademarks, Copyright, Patents and More</b> 1:00pm – 4:00pm \$39

# MARCH 2021

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
8	9	10	11	12
	<p><b>Exporting for Artisans</b> 9:30am – 11:00pm FREE</p> <p><b>Creating Your Business Pitch</b> 2:30pm – 3:00pm \$39</p>		<p><b>Mythbusting Government Procurement</b> 10:30am – 12:00pm FREE</p>	
15	16	17	18	19
<p><b>Creating a Website for Your Business</b> 1:00pm – 3:00pm \$59</p>	<p><b>PACKAGE</b></p> <p><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></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>Doing Business with the Government of Canada: Half Day Condensed</b> 1:00pm – 4:00pm FREE</p>	
22	23	24	25	26
	<p><b>PACKAGE</b></p> <p><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>PACKAGE</b></p> <p><b>Market Research 1: Find Business Data and Insights</b> 1:00pm – 4:00pm \$69 (\$119 for package)</p>	<p><b>Early Stage Financing for Small Business</b> 1:00pm – 2:30pm FREE</p>	
29	30	31		
<p><b>Privacy Law: Navigating Regulations and Avoiding Breaches</b> 10:30am – 12:00pm \$39</p> <p><b>Cyberthreats: How to Protect Your Small Business</b> 1:00pm – 2:30pm \$59</p>	<p><b>Get Started with Email Marketing</b> 1:00pm – 4:00pm \$39</p>	<p><b>PACKAGE</b></p> <p><b>Marketing Research 2: Surveys and Focus Groups</b> 1:00pm – 4:00pm \$69 (\$119 for package)</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

## BUSINESS PLANNING

### BUSINESS MAPPING: DEVELOPING A SMART BUSINESS MODEL

Struggling with the complexities of a business plan? Business mapping helps to deconstruct the formal elements of a business plan, simplifying a lot of the information into bite-sized pieces. It covers the same aspects as a more traditional business plan, without going into as much granular detail.

Join Dylan Hrycyszen, Small Business BC as he provides you with a lean start-up canvas for developing a new business that segments your potential enterprise into nine easy to understand chunks.

What will I learn?

- Learn how to evaluate your business idea
- Understand the key areas of a successful business model
- Discuss your business viability through practical workshopping
- How to map your business out on a worksheet
- Clarify types of business structures and requirements
- The different financing options available for your new venture

*Presented by Dylan Hrycyszen of Small Business BC*

WEBINAR

**\$59**  
PLUS TAX

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### WRITING A BUSINESS PLAN

Writing a business plan provides a roadmap to success for your business. It will outline your goals and the steps you will take to achieve them. This seminar will take a deep dive into the various aspects of a business plan and the key questions you need to address in each. You'll identify the gaps in your plan and the areas you need to develop further. You'll also find out about business plan reviewing and how it can take your start-up to the next phase.

Join Laura Aveledo, Small Business BC Business Planning Advisor, for this seminar where you will learn the key components of a business plan and leave with a framework for moving your ideas to the next level.

What will I learn?

- What each section of a business plan should look like
- Identify the gaps in your plan
- The key questions you'll need to address in your plan
- How to develop areas of your plan that need work
- The advantages of a business plan consultation
- The keys to conveying a cohesive and compelling business plan

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

WEBINAR

**\$59**  
PLUS TAX

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### EARLY STAGE FINANCING FOR SMALL BUSINESS

Entrepreneurs and their ideas come in all shapes and sizes but the one common issue they all must address is early stage financing. It's estimated that roughly 82% of new businesses fail due to cashflow problems.

So, how do you secure that all-important early stage financing? In this seminar, representatives from Vancity Microfinance and Futurpreneur Canada will walk you through the steps needed to acquire start-up funds.

What will I learn?

- Understand the various financing options available
- How your credit rating can affect the process
- Insight on how to get a "yes" from a lender
- The importance of your business plan
- How mentorship can help you
- The role of community building

*Presented by Small Business BC, Futurpreneur and Vancity*

WEBINAR

**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.

WEBINAR

What will I learn?

**\$59**  
PLUS TAX

- 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.

*Presented by A Representative of Small Business BC*

## FINANCE AND ACCOUNTING

### BUSINESS FINANCE PACKAGE

### PACKAGE

Financial Statements provide essential information used to analyze and answer valuable questions relating to your business. Our Business Finance seminar package will teach you how to analyze these valuable documents.

WEBINAR  
**\$138**

This package will first help you understand how to maintain financial records and interpret financial 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.

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

You will receive a 15% discount by registering for this full package.

Seminars included:

- Business Finance 1: Understanding Financials
- Business Finance 2: Financial Analysis

### BUSINESS VIABILITY – ANALYSIS AND FORECASTING

### PACKAGE

No matter how good your idea for a product or service is, it doesn't automatically translate into a viable business. Your business viability ultimately depends on your cash flow – even if you're already turning a profit. Keeping your cash flow positive is one of the best ways to improve the financial health of your business and ensure you continue to grow.

WEBINAR  
**\$138**

Join us for our business viability package and learn how to determine, evaluate and forecast your business finances. You'll leave understanding how to analyze the financial viability and determine the strength of your business' cash flow for potential investors.

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

You will receive a 15% discount by registering for this full day package.

Seminars included:

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

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## BUSINESS FINANCE 1: UNDERSTANDING FINANCIALS

Financial statements may not get the pulse racing, but they provide essential information used to analyze and answer valuable questions relating to your business.

WEBINAR

**\$69**  
PLUS TAX

They tell the story of your business and can sometimes predict your future fortunes. Join Bill Erichson, Pacific Training Innovations as he teaches you how to understand the story hidden behind the numbers. You'll learn how to decipher balance sheets and income statements, while understanding how to make your earnings work for your business.

What will I learn?

- How to read balance sheets
- How to interpret income statements
- Understand how to make earnings work for your business
- Identifying the differences between market and book value
- What is amortization and capital cost allowance
- The distinction between income and cash flow

*Presented by Bill Erichson of Pacific Training Innovations*

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## BUSINESS FINANCE 2: FINANCIAL ANALYSIS

Once you understand how to analyse your financial statements, you can use them to better understand how your business works. Financial analysis not only reveals how financially healthy your business is, it also helps you understand the effectiveness of business strategies, and root causes of business problems.

WEBINAR

**\$69**  
PLUS TAX

Join Bill Erichson, Pacific Training Innovations and use a 'case study' approach to analyze your business financials. This seminar is suitable for existing businesses and for business start-ups planning to use industry standards for their financial planning.

What will I learn?

- How to gain insights into the financial health of your business
- Identifying the pros and cons of your business operations
- A case study approach to financial analysis
- Introduction to ratio analysis
- How to calculate ratios
- Applying the concepts you learn to your business

*Presented by Bill Erichson of Pacific Training Innovations.*

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## BUSINESS VIABILITY 1: THE BREAK EVEN ANALYSIS

No matter how good your idea for a product or service is, it doesn't automatically translate into a successful business. Avoid the pitfalls of launching your business based solely on your idea. Join Bill Erichson, Pacific Training Innovations for Business Viability 1 and learn how to identify the costs to start and operate your business for the first year.

WEBINAR

**\$69**  
PLUS TAX

You'll calculate the starting capital and annual sales required to break even, as well as the three kinds of start-up costs you'll likely face.

Whether you're starting, or considering expanding your existing business, book this seminar today and find out how to determine the financial viability of your business.

What will I learn?

- Discover the kind of costs associated with start-ups
- What are the requirements for a start-up
- Identify your overhead costs
- Understand mark-up, margin and cost of goods – your variable costs
- What your break-even point looks like
- Finding out who your customer is

*Presented by Bill Erichson of Pacific Training Innovations*

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## BUSINESS VIABILITY 2: THE CASH FLOW FORECAST

The financial health of your business ultimately depends on your cash flow – even if you're already turning a profit. Keeping your cash flow positive is one of the best ways to improve the financial health of your business and ensure you continue to grow.

WEBINAR

**\$69**  
PLUS TAX

Join Bill Erichson, Pacific Training Innovations, as he details how to stay on top of your business cash flow. You'll learn the three factors that determine how cash enters your business, as well as how to forecast your monthly cash out flows.

What will I learn?

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

*Presented by Bill Erichson of Pacific Training Innovations*

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## FINANCIAL PLANNING FOR YOUR SMALL BUSINESS

Starting a business can be a lot like starting a family. Nurture it, put in the time and it can be one of the most rewarding things a person can do. Your first year in business represents the perfect time to nail down your financials and grow strong. Start with our Financial Planning for Small Business seminar.

WEBINAR

**\$59**  
PLUS TAX

Establishing your financial records and bookkeeping system early on is a good habit that will continue to help you grow during the life of your business. Join Dianne Mueller, SOMA Business Solutions as she helps you understand how to establish the right business strategy for your company.

You'll learn about setting up a separate business bank account, putting together a filing system, and the most efficient ways to invoice your clients.

What will I learn?

- The different types of financial statements your company will need
- What a balance sheet is
- The difference between an income and cash flow statement
- How your daily business transactions affect your financial statements
- Review CRA's requirements for record keeping
- Different types of bookkeeping systems

*Presented by Dianne Mueller of SOMA Business Solutions*

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## DEBT RESTRUCTURING IN DIFFICULT TIMES

Against a backdrop of serious financial challenges presented by the COVID-19 pandemic, many businesses are facing a difficult decision on their financial futures. If a permanent closure is something that has crossed your mind, have you considered debt restructuring options to help weather the storm?

WEBINAR

**\$29**  
PLUS TAX

Small businesses have several restructuring options available to them to stave off closure. However, in order to make the right decisions, you need to understand concepts and terms such as incorporation, personal guarantees, secured vs unsecured creditors, deemed trusts, forbearance, insolvency, receivership and bankruptcy. Join Jonathan McNair CPA, and discover what a formal restructuring of your business entails, as well as informal options you may have at your disposal.

Having a system and structure to move beyond your current difficulties may mean better days ahead for your business.

What will I learn?

- The relationship between incorporation and personal liability
- What it means to provide a personal guarantee for a business
- Critical factors and steps in a formal restructuring of your business in the face of severe financial hardship

*Presented by Jonathan McNair of Crowe Mackay's.*

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## PRICING STRATEGIES: PRICING AND COSTING YOUR PRODUCT

Whatever business you are in, your pricing strategy is one of the most important decisions you will face. Setting a price that is too high, or too low, will – at best – stifle your business' growth prospects. At worst, it could seriously damage your sales and cash flow.

WEBINAR

Mixing a marketing and financial focus, our pricing strategies seminar will get to the heart of how pricing plays an important part of your strategy for business success.

**\$69**  
PLUS TAX

Join Bill Erichson, Pacific Training Innovations, as he challenges your assumptions about pricing, costing and how they fit into the bigger picture of your business. Whether you're a start-up, or building growth and resiliency, expanding your knowledge of pricing and costing is a worthwhile investment of your time.

What will I learn?

- Understand the four C's of pricing: Costs, Constraints, Customers and Competition
- The underlying role price plays on customer buying behaviour
- What are your fixed costs and variable costs
- What is total absorption costing
- How to use pricing as a comparative
- Pricing for sales vs. pricing for profits
- When is the right time to review your prices?

*Presented by Bill Erichson of Pacific Training Innovations.*

## GOVERNMENT PROCUREMENT

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

Did you know: The Government of Canada spends up to \$25 billion annually on goods, services, and construction. Many of these contracts are fulfilled by small businesses, meaning plenty of opportunities to engage with.

WEBINAR

This comprehensive half-day seminar will guide you through the various aspects involved in doing business with the federal government as well as the recourse mechanisms and services available to suppliers in the event they encounter issues with a federal contract.

**FREE**

This seminar is a condensed version of the following seminars:

- How to Do Business with the Federal Government
- Finding and Bidding on Opportunities with the Government of Canada

What will I learn?

- The fundamentals of registering to sell to the government
- How to identify opportunities and market your goods and services
- The basics of the Request for Proposal (RFP) process and how to submit a bid
- The federal government contracting process
- The Government Electronic Tendering Service (GETS)
- How buyandsell.gc.ca works

*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

The Government of Canada is one of the largest purchasers of goods and services in the country. Each year, the federal government spends up to \$25 billion on goods, services, and construction. Want to learn how your business can do business with the federal government?

WEBINAR  
**FREE**

Learn how the government does its buying, how you can register to sell to the government, keep track of opportunities and even how to market to the federal government.

What will I learn?

- How the Government of Canada does its buying
- How to register to sell to the Government
- An overview of the BuyandSell.gc.ca website
- Marketing to the government
- Understanding the role of the Office of Small and Medium Enterprises
- 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.*

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

Did you know – The Government of Canada purchases between \$20-\$25 billion of goods, services, and construction each year. Many of the suppliers of these goods are small businesses. Finding and Bidding on Opportunities with the Federal Government can provide a fantastic way to grow your revenue.

WEBINAR  
**FREE**

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

What will I learn?

- How to search for government tenders and contract history
- Keeping track of opportunities on buyandsell.gc.ca
- Standing offers and supply arrangements with the federal government
- Guidance on the Request for Proposal (RFP) process
- Understanding the different types of opportunities available
- The bid evaluation and submission process

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

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## MYTHBUSTING GOVERNMENT PROCUREMENT

Each year, the Government of Canada spends \$15-20 billion in procuring goods and services. While you may think they only deal with big companies, many of these contracts are awarded to small businesses across Canada. Small businesses just like yours!

WEBINAR  
**FREE**

Interested in learning more? Let us help you decide if selling to the Government of Canada is appropriate for your business.

What will I learn?

- What the government buys
- Who the government buys from
- How the government buys
- Where to find resources and free support for small businesses
- Linguistic resources

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

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## SUPPLYING PROFESSIONAL SERVICES TO THE GOVERNMENT OF CANADA

The Government of Canada is one of the largest purchasers of goods and services in the country. Each year, the federal government spends up to \$25 billion on goods, services, and construction.

WEBINAR  
FREE

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. 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

What will I learn?

- Become familiar with the Buyandsell.gc.ca website
- Search for tenders, contract history and standing offers and supply arrangements
- Keeping track of opportunities
- Use the website to follow opportunities
- Understanding the role of the Office of Small and Medium Enterprises
- The essentials to get started in the contracting process

*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. Growing a business sustainably can be even tougher. That's why business strategy is so important for sustained growth. Build your growth plan and transition successfully to the next stage of business by attending this fascinating seminar hosted by Bill Erichson, Pacific Training Innovations. You'll learn how building the right strategy will help you avoid the pitfalls of growing too quickly or too slowly, and how your current business activities have placed a barrier on your potential for growth.

WEBINAR  
\$69  
PLUS TAX

Learning objectives:

Part One: The Growth Environment

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

Part Two: Developing the Plan

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

What will I learn?

- The importance of the diagnostic phase
- Discover the four aspects of enterprise
- Identify the transition points in your business: micro to small or small to medium
- How to select a team for a growing business and the three roles the founder plays
- Using the SWOT analysis for planning
- How to dispel the myths of planning

*Presented by Bill Erichson of Pacific Training Innovations*

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## 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.

WEBINAR

**\$59**  
PLUS TAX

What will I learn?

- 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*

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### IMPORTING REGULATIONS IN CANADA

Looking to import goods into Canada? Before you start, 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 into Canada.

WEBINAR

**\$49**  
PLUS TAX

This interactive session will bring together representatives from Small Business BC, Health Canada, the Competition Bureau and the Canadian Food Inspection Agency. Webinar attendees will have the opportunity to ask questions relevant to your business with the visiting agencies.

What will I learn?

- How the Government of Canada does its buying
- How to register to sell to the Government
- An overview of the BuyandSell.gc.ca website
- Marketing to the government
- Understanding the role of the Office of Small and Medium Enterprises
- The essentials to get started in the contracting process

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

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### 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.

WEBINAR

**\$59**

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.

What will I learn?

- 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.*

## LEGAL REQUIREMENTS

### SMALL BUSINESS INCORPORATION PACKAGE

As a small business owner, the realities of your legal and tax situation will change as your company grows. Incorporating offers a business structure with many advantages you might not have considered.

Register for our small business incorporation package and 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. You will receive a 15% discount by registering for this full day package.

Seminars included:

- TaxSense for Incorporating your Business
- Steps to Incorporate Your Business

### PACKAGE

WEBINAR  
**\$118**

**NOW**

**\$99**  
PLUS TAX

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### STEPS TO INCORPORATE YOUR BUSINESS

As a small business owner, the realities of your legal and tax situation will change as your company grows. Incorporating offers a business structure with many advantages you might not have considered.

Join Dana Gordon, Benchmark Law Corporation, and learn about the benefits of incorporating, how to incorporate your business and legal tips to help you with "life after incorporation". This seminar is ideal for anyone who wants to get incorporated properly within BC and learn how to carry on business as a corporate entity.

Note: The difference between federal incorporation and provincial incorporation will be touched upon, however the seminar will be focused on provincial incorporation only.

What will learn?

- Recognize the benefits of a corporation as a business structure
- Understand the roles of shareholders, directors, officers and others
- Identify the steps to properly create and organize your corporation
- Explore additional steps necessary if you're incorporating an existing business
- How to keep your corporation in good standing from year-to-year
- Legal tips for life after incorporation

*Presented by Dana Gordon, Benchmark Law*

WEBINAR

**\$59**  
PLUS TAX

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### 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.

What will I learn?

- Overview of Types of Intellectual Property - when to consider patent, trademark, copyright, or design protection
- Why geography and jurisdiction matter
- 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

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

WEBINAR

**\$39**  
PLUS TAX



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## PRIVACY LAW: NAVIGATING REGULATIONS AND AVOIDING BREACHES

Since March, many small businesses have moved to remote working, empowering employees to work from home where possible. Unfortunately, this has created an environment where data breaches and unintended privacy leaks have become all too common.

Join Marilyn Sing for this informative and fast-paced webinar and learn the key points of BC's Personal Information Protection Act (PIPA). You'll discover what businesses must do to comply with PIPA, the regulator's role and the consequences relating to non-compliance. The session will conclude with best practices for improving your business' privacy and how to foster a strong culture of data protection.

What will I learn?

- Overview of privacy law from a BC perspective
- Business risks, costs, and benefits associated with privacy decisions
- Practical ways you can protect your business and customers
- How to create a strong culture of data protection
- Training staff to become more privacy savvy
- The future of privacy from a global context

*Presented by Marilyn Sing of IPP Consulting*

WEBINAR

**\$39**  
PLUS TAX

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## NEGOTIATING CONTRACTS: GET THE RIGHT DEAL

Contracts form the backbone of the business world. And, throughout your small business life, you'll be faced with numerous client and supplier contracts. Understanding the common legal terms you'll face, as well as the key strategies to employ, will help you in negotiating contracts for your small business.

Join Brian Rudy, Synergy Business Lawyers and learn strategic contract negotiation methods and the key terms in contract law to understand.

Types of contracts covered include:

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

What will I learn?

- The different negotiation strategies
- How to understand the objective criteria for your negotiations
- Discover the complex negotiation timeline
- The appropriate contract considerations for small business
- Key contractual terms
- How to identify which strategy to employ

WEBINAR

**\$49**  
PLUS TAX

## MARKETING AND SALES

### MARKETING FOR SMALL BUSINESS

You know what your small business has to offer, but how do you get that message across to potential customers? Marketing is the single most effective way to spread the word. Presented by Mary Charleson, Charleson Communications, Marketing for Small Business will help you focus on what your unique value proposition is and how to communicate your message effectively.

You'll learn about the most effective marketing tools, the changing media landscape, and how to spend your marketing budget.

What will I learn?

- How to communicate what your business offers
- Tips for crafting your marketing message
- The right tools to reach your target market
- Various media choices available to you
- How digital marketing is altering the decision-making process
- Find out about cost-effective marketing options

*Presented by Mary Charleson of Charleson Communications*

WEBINAR

**\$59**  
PLUS TAX

### GET STARTED WITH EMAIL MARKETING

Email Marketing makes money. In fact, a recent study showed that for every \$1 you spend on email marketing, you can expect an average return of \$38. Find out what you need to start an effective email marketing campaign and reach your target audience via their email inbox.

Join Mhairi Petrovic, Out-Smarts Marketing as she delivers an action plan to get your email strategy up and running.

What will I learn?

- How to integrate email into your overall marketing strategy
- Choose the best platform for your email marketing
- Understand the components of a successful email campaign
- Determine the success of your campaigns and test different approaches
- An action plan to start your email strategy
- The differences between some major email marketing platforms

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

WEBINAR

**\$39**  
PLUS TAX

### SOCIAL MEDIA FOR SMALL BUSINESS

While it's amazing for catching up with old friends, social media can also be a huge driver of traffic and attention to your small business. And, just because you know what social media is, does not mean you necessarily understand how to use social media to grow and develop your business.

This workshop focuses on understanding social media for small business, what it is and how it's connecting people.

What will I learn?

- The different social media platforms and their suitability for your business
- How/if social media should be an important part of your marketing strategy
- Understand the opportunities available to you
- How to leverage social media for business growth
- Using social media for prospecting new clients

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

WEBINAR

**\$39**  
PLUS TAX

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## BUSINESS NETWORKING SKILLS FOR SUCCESS

COVID-19 and the need to maintain physical distancing has dramatically impacted on our ability to network and make new contacts. Don't despair, there are still plenty of ways to make the connections you need for your business to succeed. Now is the perfect time to assess your network and increase your connections so your business is well poised to benefit as our economy gradually reopens.

WEBINAR

**\$39**  
PLUS TAX

Join Cathy Kuzel, Business Development Strategies and Advisor, and learn key tips for leveraging your existing networks to build your connections during this time of physical distancing, canceled events, and closed doors.

In this webinar, you'll learn how to create stronger relationships, the right ways to interact, and the keys to networking in online settings. While we may have to remain physically distant, there are still lots of ways to stay socially connected!

What will I learn?

- Why it's important to maintain networking during COVID-19
- How to start conversations and network in the "new normal"
- Keys to making the most of your networking opportunities
- Why physically distant doesn't have to mean socially isolated

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

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## SALES STRATEGIES FOR SMALL BUSINESS

How important are sales strategies for small business? Well, finding new customers to buy your product or service is central to the sales process. If you do, your business will grow, and you'll reap the rewards. So, how do you find them?

WEBINAR

**\$59**  
PLUS TAX

Join Cathy Kuzel, Business Development Strategist and Coach and learn how the sales cycle affects your business, where to find new business and the importance of building lasting customer relationships.

What will I learn?

- Understanding the sales cycle
- How to develop sales channels
- Managing sales relationships
- Methods of selling (Consultative, transactional, relationship selling, strategic alliances etc.)
- Prospecting and overcoming objections
- Closing strategies and the importance of relationship management

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

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## THE NEW ART OF SELLING

2020 has been a year of change. Human interactions have rapidly shifted to socially distant, online environments and many businesses have had to pivot the new COVID economy. One of the biggest changes companies have had to adjust to is how to achieve sales in this quickly changing world. Join us for this fast-paced and interactive webinar where you'll learn the changing approaches to selling, new customer behaviors, expectations, and technologies that consumers have adopted.

WEBINAR

**\$49**  
PLUS TAX

What will I learn?

- How to adapt to selling in today's changing world
- 7 tips to nail your virtual sales presentation
- Meet your customers where they are
- Growing your network and making lasting impressions
- How strategic partnerships can make your business more resilient

*Presented by Betty Hasker, Laura Sukorokoff and Glorie Averbach*

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## CREATING A WEBSITE FOR YOUR BUSINESS

Thinking of creating a website for your business? WordPress websites make up almost 30% of the internet and it was recently named the world's fastest growing Content Management System (CMS). Similar to Shopify, Wix and Squarespace, WordPress offers a free-to-install, flexible and simple interface to make the most of your business website.

WEBINAR

Join Simon Rai, Raize Digital, and take 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 empower you to tell the world about your small business. In this session, we'll also briefly examine some of the more popular alternatives to WordPress.

**\$59**  
PLUS TAX

Temporary WordPress sites will be made available to participants who sign up three business days prior to the session. These sites are meant for practice use and we will be pausing briefly for clients to get a sense of where functions are located. A basic proficiency in navigating computers, websites, and browsers is highly recommended.

What will I learn?

- Know what to look for when selecting a web host
- How to install a WordPress theme
- How to edit your website content
- Getting started on adding media such as images, video and audio to your site
- Harnessing the power of widgets, plug-ins and theme settings
- A brief introduction to WordPress alternatives

*Presented by Simon Rai, Raize Digital*

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## BLOGGING TO PROMOTE YOUR BUSINESS

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.

WEBINAR

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.

**\$49**  
PLUS TAX

What will I learn?

- 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*

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## CREATING ENGAGING 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.

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.

**\$49**  
PLUS TAX

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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## 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.

WEBINAR

**\$49**  
PLUS TAX

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*

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## HOW TO LAUNCH YOUR PRODUCT IN TODAY'S WORLD

COVID-19 has spurred many changes affecting retail in BC, from disruptions to the supply chain to online shopping becoming more prevalent. At the same time though, initiatives like Shop Local and the transition of brick and mortar businesses to e-commerce are taking place. Now may be the best time for you to connect with retailers, get your foot in the door, and your products onto their shelves and their websites. Appealing product design, a powerful brand story, and pricing strategies are important as ever.

WEBINAR

**\$39**  
PLUS TAX

Jim Shopland will share his decades of experience with retailers and take you through each step as you prepare for the changing retail landscape. COVID-19 has spurred many changes affecting retail in BC, from disruptions to the supply chain to online shopping becoming more prevalent. At the same time though, initiatives like Shop Local and the transition of brick and mortar businesses to e-commerce are taking place.

Now may be the best time for you to connect with retailers, get your foot in the door, and your products onto their shelves and their websites.

Appealing product design, a powerful brand story, and pricing strategies are important as ever. Jim Shopland will share his decades of experience with retailers and take you through each step as you prepare for the changing retail landscape.

What will I learn?

- How the retail world has changed since COVID-19 and why it's still important to reach retailers
- 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*

## MARKET RESEARCH

### MARKET RESEARCH FOR YOUR BUSINESS PACKAGE

In this two-part seminar package, 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.

As a bonus, purchase of this package includes a brief consultation with Mark Eversfield (appointment required) aimed at helping you make sense of your research findings.

Seminars included:

- Market Research 1: Find Business Data and Insights
- Market Research 2: Surveys and Focus Groups

### PACKAGE

WEBINAR  
**\$138**

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

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

As an entrepreneur, it's vital to conduct market research before making important decisions. Analyzing available data allows you to understand your target market, conduct a competitor analysis, view market trends and enhance your business operations. Join Small Business BC's Market Research Analyst, Mark Eversfield, as he explains how secondary market research can help you make an informed decision about the viability of your business idea by tapping into already existing market data.

This interactive webinar will leave you ready to analyze your target market, competitors and industry trends.

What will I learn?

- Identify key resources of secondary data for your business
- Set up automated tools for a continuous feed of customized market research data
- Differentiate between quantitative and qualitative data
- Know the types of secondary data to look for
- How to create effective and productive search strings
- Discover how secondary data can inform key business decisions

*Presented by Mark Eversfield, Market Research Analyst at Small Business BC*

WEBINAR  
**\$69**  
PLUS TAX

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### MARKET RESEARCH 2: SURVEYS AND FOCUS GROUPS

Primary market research helps to take the guesswork out of important business decisions. Harnessing tools like surveys and focus groups, it can tell you how much your clients will spend, what motivates them to buy, and a greater understanding of customer needs and pain points.

Join Mark Eversfield, Small Business BC's Market Research Analyst, as he teaches you effective tools for collecting primary market research.

What will I learn?

- The difference between quantitative and qualitative data
- How to determine your business viability
- Uncover successful methods of collecting data
- Identify the key questions to ask when conducting Market Research
- Take away on-going information search and monitoring tactics
- Key tools for gathering information

*Presented by Mark Eversfield, Market Research Analyst at Small Business BC*

WEBINAR  
**\$69**  
PLUS TAX

## OPERATIONS MANAGEMENT

### CYBERSECURITY AND PRIVACY: PROTECT YOUR BUSINESS PACKAGE

2021 is set to become a record-breaking year for cybercrime. With more of us conducting business from home, hackers have turned their attention to this perceived “soft target,” leaving many small businesses vulnerable to privacy leaks. Is your business prepared to handle this increased threat?

WEBINAR  
**\$78**

Whether you're increasing your online presence to reach more customers, or dealing with the logistics of a remote team, this package of two webinars will help you prevent cybersecurity and privacy issues before they occur. Our expert speakers will cover everything from cyberattacks, to privacy law, best practices in data protection, and ways to safeguard the business you've worked so hard to build.

**NOW**  
**\$59**  
PLUS TAX

Seminars Included:

- Privacy Law: Navigating Regulations and Avoiding Breaches
- Cyberthreats: How to Protect Your Small Business

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### CYBERTHREATS: HOW TO PROTECT YOUR SMALL BUSINESS

Since the beginning of the pandemic, many businesses have quickly increased their online presence and remote operations. Unfortunately, this has led to a rapid increase in cyberattacks. Hackers have learned many small businesses often don't have strong cybersecurity in place, and they represent a soft target.

WEBINAR

With 2020 on track to set records for cybercrime, is your business sufficiently protected?

**\$39**

PLUS TAX

Join cybersecurity expert, Jeremy Colwell, for this informative webinar and learn best practices in keeping your small business protected. This webinar will equip attendees with a fundamental understanding of the main types of cyberthreats, as well as practical steps you can take to defend yourself from cybercriminals who target your business.

What will I learn?

- The common types of cyber attacks to watch out for
- How to protect your data as a small business
- Strategies and tools to mitigate the risk of a data breach
- Best practices for staying safe while working from home

*Presented By: Jeremy Colwell of CPG Systems*

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### PRIVACY LAW: NAVIGATING REGULATIONS AND AVOIDING BREACHES

Since March, many small businesses have moved to remote working, empowering employees to work from home where possible. Unfortunately, this has created an environment where data breaches and unintended privacy leaks have become all too common.

WEBINAR

Join Marilyn Sing for this informative and fast-paced webinar and learn the key points of BC's Personal Information Protection Act (PIPA). You'll discover what businesses must do to comply with PIPA, the regulator's role and the consequences relating to non-compliance. The session will conclude with best practices for improving your business' privacy and how to foster a strong culture of data protection.

**\$39**  
PLUS TAX

What will I learn?

- Overview of privacy law from a BC perspective
- Business risks, costs, and benefits associated with privacy decisions
- Practical ways you can protect your business and customers
- How to create a strong culture of data protection
- Training staff to become more privacy savvy
- The future of privacy from a global context

*Presented by Marilyn Sing of IPP Consulting*

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## OPERATIONS MANAGEMENT FOR SMALL BUSINESS

Running a small business can sometimes seem like putting together a piece of furniture. You've got lots of little parts that slot together to make the whole but how can you build it without a set of instructions? Operations Management can provide the necessary direction.

Join us for this seminar and explore how you can determine who does what, where, when, how and most importantly – why?

You'll learn how to plan, set up and manage your small business operations, what the operations cycle is, and how to implement activity-based budgeting.

What will I learn?

- How to plan, set up and manage your small business operations
- How to set goals and targets within your team
- Understanding the operations cycle
- Implementing activity based on budgeting
- Understanding the value chain and its importance
- Bringing it all together into a workable plan

*Presented By: A Representative of Small Business BC*

WEBINAR

**\$39**

PLUS TAX

## START UP

### START SMART SERIES

Whether you have a winning idea, or you're just fascinated with the idea of launching a business, the Starting a Business: Start Smart Series delivers the basics you need to get started on the journey.

Ranging from the different business structures, to business insurance, employment standards and how you can protect your intellectual property, this fascinating series will equip you with the basics of launching a start-up.

What will I learn?

- 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

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## START SMART 1: BASICS OF STARTING A BUSINESS

Starting a business? It pays to have a plan. Whether you have a winning business idea, or you're just fascinated with the idea of launching a business, this seminar delivers a beginner-friendly course on how to start your own business. As the first half of the Start Smart two-seminar package, this seminar will help you discover what's involved in starting your own business.

Join a representative of Small Business BC and Synergy Business Lawyers for this informative seminar that will save you time and money.

What will I learn?

- An overview of the basic requirements to start a business
- Employment standards you need to be aware of
- Resources available to start-ups
- Methods to evaluate your business idea and its viability
- The basics of a business plan
- The differences between proprietorships, partnerships and incorporations

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

IN PERSON

OR

WEBINAR

**\$29**

PLUS TAX



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## START SMART 2: KEY CONSIDERATIONS OF STARTING A BUSINESS

The business start-up phase is an exciting time full of opportunity and big decisions. Don't let your potential business be derailed by taking unnecessary risks. Start Smart 2: Key Considerations of Starting a Business highlights the ways you can protect your business, your employees and yourself from harm.

What will I learn?

- Employment standards including bonding, employees and running a small business
- Discover ways to protect your business
- How to handle Provincial Sales Tax (PST)
- Protecting your intellectual property and not infringing on others
- How trademarks, patents and designs work

*Presented by Employer's Advisers Office, Ministry of Finance, and Oyen Wiggs Green Mutala LLP*

IN PERSON

OR

WEBINAR

**\$29**  
PLUS TAX

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## BUSINESS MAPPING: DEVELOPING A SMART BUSINESS MODEL

Struggling with the complexities of a business plan? Business mapping helps to deconstruct the formal elements of a business plan, simplifying a lot of the information into bite-sized pieces. It covers the same aspects as a more traditional business plan, without going into as much granular detail.

Join Dylan Hrycshen, Small Business BC as he provides you with a lean start-up canvas for developing a new business that segments your potential enterprise into nine easy to understand chunks.

What will I learn?

- Learn how to evaluate your business idea
- Understand the key areas of a successful business model
- Discuss your business viability through practical workshopping
- How to map your business out on a worksheet
- Clarify types of business structures and requirements
- The different financing options available for your new venture

*Presented by Dylan Hrycshen of Small Business BC*

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX

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## CREATING YOUR BUSINESS PITCH

Your business idea might be the Next Big Thing, but you need to get the word out first. Whether you're telling friends and family, or looking for investment dollars, your start-up pitch will be essential to your success. Join Dylan Hrycshen, Small Business BC Business Planning Advisor, for this informative session on crafting your business pitch.

You'll begin with practicing a thirty-second pitch and leave with an improved elevator pitch and plans for a slide deck presentation aimed at funders and investors. Be ready for impromptu encounters and networking events as you tell others about your new business in a simple yet compelling way

What will I learn?

- Why a great pitch is so important for your business
- Understand the keys to a strong pitch
- How to convey your value proposition clearly and concisely
- Creating an investor-ready slide deck by going through the elements you need
- Building confidence in talking about your business in an efficient and effective way

*Presented by Dylan Hrycshen, Small Business BC*

IN PERSON

OR

WEBINAR

**\$39**  
PLUS TAX

## TAX REQUIREMENTS

### SMALL BUSINESS INCORPORATION PACKAGE

As a small business owner, the realities of your legal and tax situation will change as your company grows. Incorporating offers a business structure with many advantages you might not have considered.

Register for our small business incorporation package and 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. You will receive a 15% discount by registering for this full day package.

Seminars included:

- TaxSense for Incorporating your Business
- Steps to Incorporate Your Business

### PACKAGE

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WEBINAR  
~~\$118~~

**NOW**  
**\$99**  
PLUS TAX

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### TAXSENSE™ FOR INCORPORATING YOUR BUSINESS

The act of incorporating your small business creates a legal entity that's separate from its shareholders or members. In many situations it can lead to lower taxes for the business owner, thanks to a range of tax benefits only available to incorporated businesses.

Join a representative from Loren Nancke Chartered Professional Accountants and learn how a registered corporation can help separate you from your business, or partners, while optimizing tax benefits and efficiencies.

What will I learn?

- The different small business structures
- The advantages of incorporating
- The tax advantages of being a shareholder vs a director of a corporation
- The benefits of adding a holding company to your corporate structure
- How family trusts work
- Income deferring, medical trusts and the small business capital gains exemption

*Presented by Loren, Nancke & Company, CPAs*

IN PERSON

OR

WEBINAR

**\$59**  
PLUS TAX

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### TAXSENSE™ FOR SMALL BUSINESS

Whether you are starting or looking to grow your business, the business structure you choose can have a massive impact on your profits and tax situation.

Join a representative from Loren Nancke Chartered Professional Accountants and learn accounting essentials, responsibilities and dates involved with managing a small business. You'll discover the deductions available to you, the tax benefits of each structure and discuss when it's time for your small business to incorporate.

What will I learn?

- The differences between sole proprietorships, partnerships and corporations
- The tax implications of each structure
- What the CRA considers taxable income
- Hiring subcontractors versus employees
- Situations where you can claim tax deductions on automobile or home office costs
- The different financial statements and information required in each

*Presented by Gabrielle Loren of Loren, Nancke & Company, CPAs*

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