



Fall/Winter 2015 Seminar Schedule

LinkedIn for Business

LinkedIn is an amazing B2B marketing tool if you use it correctly. It is not just a place to store your online CV or search for jobs. It is a business imperative to have a great presence on LinkedIn. At this hands on session, Sherry Crummy will show you how LinkedIn can benefit you, your company and brand.

We'll start from the beginning and discuss:

- What LinkedIn is and why you should be using it;
- How to create a great personal profile;
- How you can use it to build the relationships that are key to your success; and
- Tips and techniques for LinkedIn best practices

After leaving this session, you will:

- Have created a LinkedIn account, if you don't have one
- Create/update a profile that creates the right professional impression
- Optimize your profile so you are found by people looking for your skills
- Understand LinkedIn etiquette so you are confident when using LinkedIn
- Connect with others via LinkedIn
- Learn how to use groups and engage with other members

What you need to bring with you:

- a laptop
- a headshot photo on your computer to upload onto your profile (preferably in .jpg file format)
- your resume and two paragraphs about your experience and skills on your computer

If you have a profile, you will need to know your password

Speaker: Sherry Crummy, Crummy Media Solutions

When: September 10th, 2015 - 5:30 pm - 7:30 pm

Cost: \$10.00

Understanding Your Cash Flow Forecast

This seminar is ideal for new and existing business owners who are seeking to understand how to prepare and analyze their cash flow forecast. Join Janice Walter from Town & Country Bookkeeping & Training as she walks participants through a variety of interactive examples including cash flow forecasts, income statements and balance sheets. This seminar will teach participants the importance of understanding their financial documents as well as preparation techniques through simple examples. Participants will work through how to solve cash flow forecasting problems of a sample business.

Cash flow forecasting can be useful to both new and existing businesses. By projecting into the future based on actual data from a person's books or solid research, a business can find out what their cash flow and bank balance might look like several months to years down the road.

This helps to flush out problems ahead of time while there is still time to take action. Often times there are cycles to businesses, and using actual data can pinpoint what to expect which is often a bit of a surprise to business owners who need to think positively. In January if a business knows in advance that they will be \$4,500 short in the month of August, they have time to take action and tweak the results until the cash flow works.

A cash flow forecast is an effective ongoing tool that moves business owners into the driver's seat to help them succeed with peace of mind.

Speaker: Janice Walter,
Town and Country Bookkeeping and Training

When: September 17th, 2015 - 9:30 am – 12:00 pm

Cost: \$10.00





Dealing with Difficult & Demanding People

To live in this world is to come into contact with difficult people. They may be customers, employees, family members, or strangers. Maybe people even think you are a difficult person from time to time! But what makes a person difficult? Is it their beliefs, attitudes, and/or behaviours? Is it our own perceptions, preferences, tolerances or expectations? Any way you look at it – difficult people are a fact of life.

Learn how to identify and deal with:

- The Bully
- The Control Freak
- The Know-it-All
- The Gossip The Negative Critic
- The Passive-Aggressive
- The Moody Type

Dealing with difficult people becomes easier when we think of them as simply being 'different' people as opposed to those sent from 'below' to make your life miserable. The Seminar will touch on anger management, conflict resolution, verbal self-defense and the use of scripting with difficult people.

Speaker: Trevor Strudwick

Time: September 24th, 2015 - 9:30 am - 12:30 pm

Cost: \$10.00

Relationship Marketing

Great marketing – great business strategy - is based on developing relationships.

Companies who understand that marketing is about relationships will find they weather economic ups and downs, and ever-changing consumer behaviours more successfully. They also understand that glossy advertising, technical advances, and planning cannot override the need for building relationships based on mutual trust and understanding. If you want to increase profit margins by maximizing: each customer interaction, marketing investments, & creating new links to resources such as, finances, information & people power, this dynamic session can help.

Session Highlights:

- Economics of Relationship Marketing
- Successful Collaboration
- Relationship Marketing Strategy

Speaker: Jennifer Debruin, Author, Speaker

When: October 1st, 2015 9:30 am – 12:00 pm

Cost: \$10.00

An Introduction to Workplace Safety & Insurance

This presentation explains in simple terms what Workplace Safety & Insurance is and the legislation behind this compulsory workplace insurance. It explains who pays the premiums and the benefits available to those who are injured on the job. Finally, it outlines the obligations on the workplace parties and the penalties that the WSIB can make for not fulfilling these.

****Questions will be addressed at this session on Bill 119****

Speaker: Allen Cramm, Ministry of Labour
(Office of the Employer Adviser)

When: October 6th, 2015

Time: 9:30 am – 11:30 am

Cost: Free

Etsy 101

Are you a hand-maker or vintage seller who has either:

A) always wanted to open an Etsy shop & need some guidance to get going or **B)** opened an Etsy shop but needs a boost to activate sales and start making money? **This workshop is for YOU!**

During these three hours, you'll learn how to open a great looking shop, finesse an existing one, optimize your SEO, a start selling (more!) on Etsy.

Speaker: Emily Arbour, Owner of Hello Yellow (Almonte, ON)

Time: October 15th 2015, 9:00 am - 12:00 pm

Cost: \$10.00





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How Pinterest & Instagram can Benefit your Business

This workshop is designed for business owners who want to learn how the powerful visual social media tools, Pinterest & Instagram, can benefit their business. Learn how to build a Pinterest business page & Instagram account. Sherry will explain how they work & why Pinterest is a top referral traffic engine that you should know about & how Instagram can build your brand.

Topics:

- How to get started on Pinterest
- How to set up your Pinterest Page correctly
- How to create boards on Pinterest
- How to pin and re-pin, like and comment
- How to sell products using Pinterest
- Overview of Instagram and why you should take a look at it if you have a visual product to showcase!
- Changing trends in online marketing that have made these tools so important
- Understanding the concept of Instagram-what does it all mean?
- Setting up your Instagram profile the RIGHT way (and how to amend it if required)
- Understanding how Instagram fits into your social media universe and what objectives you could set for your business related to these networks

What you need to bring with you:

The 'How to' portion of the workshop is interactive and hands-on. Please bring your laptops to work through this section. Also bring your smart phones and have the Instagram app installed, to benefit from the session.

Speaker: Sherry Crummy, Crummy Media Solutions
Time: October 22nd 2015, 7:30 am - 10:00 am
Place: Almonte Old Town Hall (**breakfast included**)
Cost: \$10.00

Education is the most powerful weapon
which you can use to change the world.

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Legal Considerations for Your Business

Topics covered:

- choosing a business structure
- agreements and contracts
- leasing
- buying a business

Speaker: Andrew Howard, Howard Kelford & Dixon, Barristers & Solicitors

Time: October 29th 2015, 9:30 am - 11:30 am

Cost: \$10.00

How to Get Media Attention for your Business

Learn how to craft a media release and/or website post that gets attention.

-Don't like to write? No worries. This workshop will give you some tips on distributing a message that's clear and effective.

- Using an online platform to spread your business message. The best (& cheapest) way to get your message out is by using the online platform. We'll discuss how and why you can use your website & social media accounts to reach an online & engaged audience

-Get a good idea about how and when to submit a media release to traditional media outlets.

-Discover what newspaper editors do and don't like when reading your press release

Speaker: Cathy James, Cat's Cove Communications

Time: November 5, 2015, 4:30 pm - 6:30 pm

Cost: \$10.00

The Employment Standards Act & Program

Are you thinking of hiring employees or have existing employees? If so, then this session is for you! The Employment Standards Act (ESA) covers most workplaces and types of work in Ontario. It establishes basic employer obligations and employee rights with respect to rates of pay, hours of work and overtime, vacations, public holidays, various forms of leave and more. There are many special conditions and rules established by regulation, which recognize the unique nature of some forms of work. Every province and most industrialized countries have similar legislation.

Speaker: Leslie Aiston, Ministry of Labour, Eastern Region

Time: Nov. 19, 2015, 9:30 am - 11:00 am

Cost: FREE



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Intellectual Property –Part of an Overall Business Strategy

Patents, design patents, trademarks and copyright represent different forms of IP that can be used as part of an overall business strategy in blocking competitors, enhancing marketing activities, and protecting a business. They can also enhance potential strategic partnership opportunities, be tangible assets for financing, and support acquisition and exit strategies. In this session, each of these different forms of IP will be reviewed as to what can or cannot be protected, when should they be filed, how they can support your commercial activities, and the rights they grant, as well as, how a strategy can exploit programs for accelerated processing to obtain them as rapidly as possible or exploit the appropriate laws and international treaties to delay costs as far as possible without losing rights. Questions and discussion are encouraged at this session.

Speaker: Adrian O'Donnell -Perley-Robertson, Hill & McDougall LLP
Time: November 24th 2015, 9:30 am-12:00 pm
Cost: FREE

Introduction to Facebook Advertising

Whether your market is local, regional, national or worldwide, Facebook tools allow you to target your ads to reach the people you want to reach using basic and advanced demographics.

This workshop will unravel the mysteries of Facebook advertising. You will learn how easy and cheap it can be to create a Facebook advertising account and to post your own ads.

Facebook advertising has become an integral aspect of many marketing campaigns, yet remains mysterious and difficult to manage for most small business owners. If you're among the marketers looking to better understand and unlock the power of Facebook ads, then join us at our breakfast session.

This workshop will get you set up with a Facebook Ads Manager account for your business and show you the ropes of basic ads. When you leave you'll be able to advertise a product/service, gain Page Likes/Fans, boost your own content so more people see it. You'll understand the targeting and demographic choices you need to make to ensure you're not wasting your budget.

Please bring:

- a laptop as not all settings are available in the app on your phone/tablet
- your business credit card and be ready to spend a small amount on an actual ad
- a graphic appropriate for an ad. Details will be sent to registered participants.

Speaker: Sherry Crummy, Crummy Media Solutions
Time: November 26th 2015, 8:00 am - 10:30 am
Cost: \$10.00

Tax Tips and Planning Seminar for Small Business

- The Tax Implications of Incorporation—should I incorporate or not?
- What business expenses are deductible?
- How can I stay compliant with tax legislation and still minimize the tax I pay?

Speaker: Janet Foster, CA, CFP- Partner
Collins Barrow WCM LLP

Time: December 3rd 2015, 9:30 am - 11:30 am

Cost: \$10.00

New sessions are being added so check back often!

To register contact

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the Small Business Advisory Centre

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***SPACE IS LIMITED,
SO REGISTER TODAY!***