



SAUGEEN ECONOMIC DEVELOPMENT CORPORATION

BUSINESS EXCELLENCE TRAINING PROGRAM

COMMUNICATION AND CONNECTION

October 1st, 2021

For small businesses, being able to connect means lasting relationships with customers and clients. And why is that important? Because your loyal customers are the heartbeat of your business.

STORYTELLING

October 27th, 2021

Generate interest, gain buy-in, and get funded! Learn how to prepare and deliver a slick business presentation that engages, impresses, and influences your audience.

HOW TO START A HOME BASED BUSINESS

November 1st, 2021

This workshop looks at what entrepreneurship is all about. Research, operational and marketing planning, and government (all levels) of regulations and rules.

PREPARE FOR YEAR- END & TAX TIME INFO SESSION

November 3rd, 2021

This workshop helps to better prepare for year-end and tax times. Upon completion of the workshop, you will have an understanding of how to prep for year end and be better prepared for taxes.

ZOOM ETIQUETTE

November 10th, 2021

The COVID-19 pandemic spurred significant change in the way business is done. The use of Zoom and other video conferencing platforms requires professionals to adjust their approach to networking and making a good first impression to suit virtual environments.

GOOGLE MY BUSINESS

December 1st, 2021

- What is GMB and why it's important
- Essentials for your business
- Opportunities for your business
- Best practices for GMB
- Using Google Ads

INSTAGRAM FOR SMALL BUSINESSES

December 8th, 2021

- What is Instagram and why it's important
- Essentials for your business
- Opportunities for your business
- Best practices for Instagram
- Using Instagram Ads

FACEBOOK FOR SMALL BUSINESSES

December 15th, 2021

- What is Facebook and why it's important
- Essentials for your business
- Opportunities for your business
- Best practices for Facebook
- Using Facebook Ads

LINKEDIN FOR BUSINESSES OWNERS

December 22nd, 2021

- What is LinkedIn and why it's important
- Essentials for your business
- Opportunities for business
- Best practices

Visit www.sbdc.ca/events for more information and to sign-up!



www.sbdc.ca