

# MORNING SEMINAR SERIES

## JULY & AUGUST 2010

### 8:00 a.m. – 9:30 a.m. – **FREE** Admission

Register on-line at: [www.enterprisetoronto.com](http://www.enterprisetoronto.com) OR please leave us a message at (416) 395-7416

\*Note we will not be returning calls unless there are cancellations

\*\* Please check our website 24 hours before your seminar date for any room changes

## JULY

| SEMINAR   | DATE                | LOCATION  |
|---|---------------------|---|
| <b>Managing Your Cash Flow</b><br>One of the main challenges for any small business owner is managing cash flow. Many businesses are actually profitable but poor cash flow chokes their ability to operate. In this "hands on" workshop we will walk you through real world examples and practical tips that will help you maximize your cash flow, minimize the need to borrow and ensure you are taking full advantage of the cash flow cycle.<br><b>Presented By: Sera Schipani, TD Canada Trust, Small Business Banking</b>    | Tuesday<br>July 6   | North York Civic Centre<br>5100 Yonge St.<br>Committee Room # 4 |
| <b>Mobile Media - Communication has Fundamentally Changed</b><br>Mobile media has changed communicating, it is direct, specific and to the point. Communication has become faster – almost to the point where it expected that a SMS message is returned within 5 minutes. What does all this change mean? Please join Gail as she discusses the benefits of mobile media and how it can be leveraged to generate business success. <b>Presented By: Gail E. Lynch</b>  | Wednesday<br>July 7 | Toronto City Hall<br>100 Queen St. West<br>Committee Room # 3   |
| <b>Insurance Options for Small Business</b><br>Are you one of the millions of Canadians transitioning out of a group benefits program or considering the challenging process of creating a small business? Well, there are options available to everyone. In this interactive workshop you'll be introduced to concepts that every entrepreneur should be aware of. Whether you have a one person business or a business with several employees this workshop should not be missed. <b>Presented By: Michael Locke</b>              | Tuesday<br>July 20  | Toronto City Hall<br>100 Queen St. West<br>Committee Room # 3   |
| <b>How to Stand Out From the Crowd &amp; Build your Personal Brand</b><br>As a personal brand, we must be top of mind with people and businesses. People relate to people they like and are familiar with, you want to be a trusted brand just like Mercedes or Tim Horton's. It takes a precise strategy to build your personal brand and this seminar will give you the tools to do so. You will learn valuable information that will help your business grow and stand out from the crowd. <b>Presented By: Felicia Pizzonia</b> | Thursday<br>July 22 | North York Civic Centre<br>5100 Yonge St.<br>Committee Room # 4 |

## AUGUST

| SEMINAR  | DATE                  | LOCATION  |
|--|-----------------------|---|
| <b>Putting Your Public Relations Plan Back on Track</b><br>Effective public relations require that you do your research. The two key ingredients in any public relations initiative, is your public and the relationship you have with them. This presentation will outline four key steps that will enable you to create an effective PR plan for your business and turn-out extraordinary results. <b>Presented By: Sandra Gabriel</b>                                   | Tuesday<br>August 10  | North York Civic Centre<br>5100 Yonge St.<br>Committee Room # 2 |
| <b>5 Proven Strategies for Better Business Results</b><br>In this seminar you will learn to make a greater impact on customers and prospects by increasing your efficiency, reducing costs, maximizing cash flow and tapping into hidden sources of capital. You will come away with proven strategies that you can implement immediately for little or no cost.<br><b>Presented By: TD Canada Trust, Small Business Banking</b>   | Thursday<br>August 12 | Toronto City Hall<br>100 Queen St. West<br>Committee Room # 3   |
| <b>Starting Your Start-Up</b><br>So you have a great business idea. What do you actually do next? This seminar will provide you some practical steps of how to take your idea from thought through to execution. It will focus on: viability assessment, planning and the development of a pilot or prototype for your startup.<br><b>Presented By: Adrian Isaacs</b>  | Tuesday<br>August 24  | Toronto City Hall<br>100 Queen St. West<br>Committee Room # 4   |
| <b>Networking Your Way to Success</b><br>Participants of this workshop will learn a simple and effective system for networking, from meeting new people to building relationships and asking the right questions in order to obtain the results clients want. The P-A-R system will be explained in simple and effective terms, and will combine role-playing throughout the session to practice the techniques that are presented.<br><b>Presented By: Jim Pagiamtzis</b> | Thursday<br>August 26 | North York Civic Centre<br>5100 Yonge St.<br>Committee Room # 4 |

Updated as of: Friday, June 4, 2010

PLEASE TURN OVER....



## JULY & AUGUST 2010

**10:00 a.m. to 12 noon – FREE Admission**

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| <b>Pricing Your Product for Profit</b><br>Knowing how to price your product correctly in the competitive world of retail today can make or break your business. You have to understand expectations, yours, the retailers and the customers. In this interactive presentation, Kathleen Murray will guide you through the pricing process and help you price your product for profit.<br><b>Presented By: Kathleen Murray</b>                 | Tuesday<br>July 6   | North York Civic Centre<br>5100 Yonge St.<br>Committee Room # 4 |
| <b>Find Leads through Paid Search</b><br>Learn facts and statistics about why online marketing should be included in your marketing plan and how paid search is an effective online tactic to drive qualified traffic to your company's website.<br><b>Presented By: Vanessa Wynn-Williams, Yahoo! Search Marketing</b>   | Wednesday<br>July 7 | Toronto City Hall<br>100 Queen St. West<br>Committee Room # 3   |
| <b>Improving Your Bottomline</b><br>It's the small improvements that add up to make a significant difference to your bottom-line. By reviewing and modifying certain aspects of your business you can achieve many positive outcomes. Join Gabriella as she presents a number of valuable tools on how to improve your businesses daily operations and achieve a bottom-line you're satisfied with.<br><b>Presented by: Gabriella Puschel</b> | Tuesday<br>July 20  | Toronto City Hall<br>100 Queen St. West<br>Committee Room # 3   |
| <b>Protecting Your Idea, Invention or Creative Work</b><br>Entrepreneurs often have ideas that are worthy of legal protection. The most common types of intellectual property are copyrights, patents and trademarks. This seminar will provide you with what you need to know and do to protect your intellectual property and why it's important to your business. <b>Presented by: Arnold Ceballos</b>                                     | Thursday<br>July 22 | North York Civic Centre<br>5100 Yonge St.<br>Committee Room # 4 |

### AUGUST

| SEMINAR  | DATE                  | LOCATION  |
|--|-----------------------|---|
| <b>Understanding the New HST and Income Tax for Your Business</b><br>This seminar is a quick primer on a few important business related topics presented by a practising accountant. You will review the basic steps to comply with the new HST and Income Tax laws as well as understand the use of financial statements. A must workshop for business owners. <b>Presented By: Kish Arora</b>  | Tuesday<br>August 10  | North York Civic Centre<br>5100 Yonge St.<br>Committee Room # 2 |
| <b>Your Most Important Business Asset: Your People</b><br>As a small business owner with employees, you likely handle HR yourself – hiring employees, managing them day to day, looking for ways to retain the best people. Not to mention all of your legal obligations. In this foundational seminar, we will take a look at the fundamentals you need to build an efficient, healthy, and productive workforce.<br><b>Presented by: Glenn Nishimura</b> | Thursday<br>August 12 | Toronto City Hall<br>100 Queen St. West<br>Committee Room # 3   |
| <b>Find Leads through Paid Search</b><br>Learn facts and statistics about why online marketing should be included in your marketing plan and how paid search is an effective online tactic to drive qualified traffic to your company's website.<br><b>Presented By: Vanessa Wynn-Williams, Yahoo! Search Marketing</b>  | Tuesday<br>August 24  | Toronto City Hall<br>100 Queen St. West<br>Committee Room # 4   |
| <b>Selling Techniques that Work</b><br>You can have the best business opportunity ever conceived, but if you can't sell it, it's not worth a dime. In this seminar, Ron Chaikin, a lecturer in Seneca College's Faculty of Business, will take you through the fundamentals of how to sell your product. You will leave this seminar with a bag of selling tools that you can use to immediately increase sales.<br><b>Presented By: Ron Chaikin</b>       | Thursday<br>August 26 | North York Civic Centre<br>5100 Yonge St.<br>Committee Room # 4 |

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