

## JANUARY 2012

10:00 am – 11:30 am

**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

SEMINAR	DATE	LOCATION
<p><b>AODA: It's the Law!</b> Organizations must comply with the Accessibility for Ontarians with Disabilities Act (AODA) by the end of 2011. By this date, you must have developed policies and procedures and trained staff on a number of topics including how to communicate with people with disabilities. Organizations with fewer than 20 employees are not required to document policies or procedures, but must have a sound approach to providing service to people with disabilities. <b>Presented By: Ronny Wiskin, Reliable Independent Living &amp; Amy Farkas, AccessAbility Advantage</b></p>	Wednesday January 11	Toronto City Hall 100 Queen St. West Committee Room 3
<p><b>Getting Started With Facebook</b> Everybody seems to be talking about Facebook! With more than 800 million active users it represents a significant opportunity to promote your business. Learn why Facebook is the right promotional channel for your business. Get oriented to basic Facebook terminology and concepts. Understand how to leverage Facebook to market your business and build lasting customer relationships. This session is for Facebook beginners. <b>Presented By: Shelley Mayer, Ramp Communications &amp; Karl Dionne, KPDi</b></p>	Tuesday January 17	North York Civic Centre 5100 Yonge St. Committee Room 3
<p><b>Securing Your Small Business Data</b> Your business information must remain available to you and restricted from unauthorized access, from the point of creation through to end-of-life computers. Learn simple and practical techniques for minimizing the risk of short-term unavailability of your business information, ensuring recoverability from extended interruptions caused by malfunction, theft, fire or flood, and preventing retrieval from outdated computers ready for disposal. <b>Presented by: Steve Chapelle, Worldlinx</b></p>	Thursday January 19	Toronto City Hall 100 Queen St. West Committee Room 3
<p><b>Planning for Success – A Business Plan That Works</b> Both new and established businesses need help in a tough marketplace. The key is to have a <b>plan</b> that's <b>clear and actionable</b>. This seminar covers key factors in creating a sound business plan, what banks look for in a business plan, setting benchmarks and tracking progress. <b>Presented By: TD Canada Trust, Small Business Banking</b></p>	Tuesday January 24	Toronto City Hall 100 Queen St. West Committee Room 3
<p><b>3 Major Misconceptions About Branding That are Slowing Your Sales!</b> In this interactive workshop Rhonda will review the 3 major misconceptions about branding and demonstrate how operating under these misconceptions may be significantly slowing your sales. She will discuss the importance of a differentiated message as the key to effective marketing and offer participants six steps to uncover your differentiated message and create a strong brand. <b>Presented By: Rhonda Page, Know Your Difference</b></p>	Thursday January 26	North York Civic Centre 5100 Yonge St. Committee Room 3

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<p><b>Ready. Aim. Hit the Target!</b> Learn how to create and communicate your value proposition to your target market. Knowing what you are selling and conveying it creatively and concisely will determine whether your business successfully grows. In this seminar you will learn how to identify your product or services' unique position in the marketplace, create a value proposition and identify your target audience in order to market and communicate your product or service to them. Presented By: George Giantsopoulos, Reality Business Consulting</p>	Wednesday February 8	North York Civic Centre 5100 Yonge St. Committee Room 3
<p><b>The Power of Email and Social Media</b> Everyone is talking about Social Media, Search Engine Optimization (SEO) and Email Marketing but there are a lot of mixed messages on how they work together. Learn about the basics of what tools make up Social Media (Blogging, Twitter, Facebook, digg, flickr, del.icio.us, YouTube, etc) and how small business and non profits are using them to make connections and grow their networks. Presented By: Lisa Kember, Constant Contact</p>	Wednesday February 22	Toronto City Hall 100 Queen St. West Committee Room 3
<p><b>Managing Your Cash Flow</b> 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. Presented By: TD Canada Trust, Small Business Banking</p>	Thursday February 23	North York Civic Centre 5100 Yonge St. Council Chambers
<p><b>Results-Driven Marketing: 5 Lessons Learned from the Fortune 500s</b> You don't need a million dollar marketing budget to employ the successful sales and marketing practice of a Fortune 500 company. This seminar will share a framework for strategically analyzing your consumer's needs and how your brand will meet those needs. You will learn easy business analysis techniques, such as prioritizing projects and evaluating your Return on Investment (ROI). Presented By: Sheri Allain, SimplyD Marketing</p>	Tuesday February 28	North York Civic Centre 5100 Yonge St. Committee Room 3
<p><b>Planning Your E-Future</b> When it comes time to opening a business, planning is crucial. This same relationship also applies toward the success of your online efforts. Learn step-by-step how to develop your own website plan, save yourself money and stress by being able to clearly plan your website before you take the time and money to construct it. Like a creating a brick and mortar store, planning your website is a must for all business owners. Presented By: Greg Keane, IT Help Crew</p>	Wednesday February 29	Toronto City Hall 100 Queen St. West Committee Room 3

Updated as of: Monday, November 28, 2011