



Enterprise Brant
o/b Brant Community Futures Development Corporation



February 2011 Seminar Schedule

We are pleased to present our Business Learning Series

Learn the basics of how to start a business, discover why and how to develop a meaningful business plan along with a financial cash flow and how to get positive results from your marketing strategies. *“A business that fails to plan, is a business planning to fail”*

All seminars are no charge unless otherwise indicated.

Feb. 1	Tue	Bookkeeping	9 to 12 noon	Sara McLellan
Feb. 3	Thurs	The True Cost of Service	1:30 to 4:30	Bob Rigg
Feb. 8	Tue	Market Research	9 to noon	Sara McLellan
Feb. 8	Tue	Business Planning	1:30 to 4:30	Bob Rigg
Feb. 15	Tue	★ Small Business Boot Camp Cost 35.00 – No charge to OSEB clients	9 to noon	Michael Lewis
Feb. 16	Wed	Social Networking & Marketing 2:00 to 4:00 pm Location: Brantford Public Library		Tara Wyatt
	Class Full		Only 9 registrants being accepted Pre registration at Enterprise Brant only – Must have a face book account	
Feb. 17	Thurs	Synergistic Selling	9 to noon	Bob Rigg
Feb. 22	Tue	Marketing Strategies	9 to noon	Sara McLellan
Feb. 22	Tue	Business Planning	1:30 to 4:30	Bob Rigg

Seminar Details on Reverse

Visit our web site at www.enterprisebrant.com, Email us at info@enterprisebrant.com
Telephone us at 519-752-4636 or drop in to our office at 330 West Street, Unit 10, Brantford

Small Business Boot Camp – Michael Lewis

Small Business Boot Camp: Tough Minded Profit Building Techniques!

We will take a hard, motivational look at building more profit into your small business by examining available tools and smarter business practices. When we take steps to better manage our business, our time and our efforts, the reward is a stronger and more profitable business. Cost \$35.00 – Presented by Michael Lewis – Training,

Motivation and Development

No charge to OSEB clients

Social Networking & Marketing – Tara Wyatt

Location: Brantford Public Library

Social networking is a fundamental shift in the way we communicate. You will learn how to use popular social networking tools (i.e. face book & Twitter) to market your business, control your brand and find new customers. It's time to get plugged in!

The first half of the seminar will cover introduction to concepts and tools for social networking in both personal and business environments. While the second half gives you the opportunity to actually work on-line.

This seminar is limited to 9 participants who must already have an active face book account. Please register with Enterprise Brant (not the library) to reserve a space.

Bookkeeping – Sara McLellan

An introduction to basic bookkeeping that will teach you how to keep records of income and expenses for your small business. Discussion includes the importance of bookkeeping, and general income tax tips. i.e. vehicle expenses and use of home for business purposes.

Market Research – Sara McLellan

This seminar outlines what Market Research is. You will learn to use primary and secondary research to help you understand your market and make informed business decisions.

Business Planning – Bob Rigg

How and why you need to write a business plan—a seminar offering real life insights into the reasons why you develop a business plan, the pitfalls you want to avoid and how to use the plan to manage your business prior, during and after opening. The seminar will guide you to the areas of the plan that are most important in developing a successful business operation.

Marketing Strategies – Sara McLellan

Learn how to successfully implement marketing techniques, personal promotions and sales strategies for business start-ups. This informative seminar will teach you how to get maximum results from minimal advertising dollars by reviewing examples of what works.

Synergistic Selling – Bob Rigg

All businesses need to sell to survive, when asked, do not like sales people or being sold. This seminar will challenge you to overcome this truism as it relates to your own business.

The True Cost of Service – Bob Rigg

A seminar to explore real life service experiences, their impact on your customers and ultimately your company's profitability. This is a hands on seminar where you will share experiences and learnings, taking away concepts and ideas you can apply to your business success.