



Business Retention + Expansion Program

BRANTFORD ECONOMIC DEVELOPMENT & TOURISM

E-Business Workshop Series 2009

Electronic Business (or e-business) is more than having a website. It is using Internet technology to facilitate additional aspects of doing business. Not all e-business activities have to be complex or costly to achieve benefits and immediate results. Sign up for these workshops today for your opportunity to profit from e-business!

E-Business Workshops:

1. May 26, 2009
Search Engine Optimization and Social Networking
Trainer: Syd Bolton, Pixel Power
2. June 23, 2009
E-Business & Your Current System
Trainer: Aad Vermeyden, Blueprint IT Works Inc.
3. September 29, 2009
Online Display Advertising & Creating a Web Presence
Trainer: Syd Bolton, Pixel Power
4. November 24, 2009
Protecting Your Business & Purchasing / Selling Online
Trainer: Aad Vermeyden, Blueprint IT Works Inc.

(Please see additional details on reverse)

Time: Each workshop will be offered from (6:15 pm – 9:15 pm)
Location: BRC – 1 Market Square, Suite 201 Brantford, ON
Cost: \$50.00 per workshop or \$160.00 for all four (Includes GST and all workshop materials)

Presented By:



Workshop Series:

** To cancel your registration with no monetary penalty, 72 hours notice is required **

May 26, 2009

1. Search Engine Optimization and Social Networking

Goal: To learn techniques to optimize online search results and social media websites to better market your business.

You will Learn:

- To identify how search engines work
- Techniques for optimizing your website's ranking
- To define what social media marketing means for your business
- The pros and cons of using social media for business & the websites to promote your business

June 23, 2009

2. E-Business & Your Current System

Goal: To learn whether Voice over Internet Protocol (VoIP) is right for your business

You will Learn:

- To identify costs and benefits of VoIP
- The steps to getting started
- To Integrate your back-end systems with e-commerce, what makes sense?
- Customer relationship management (CRM) and how to use the internet to improve yours
- To Identify CRM issues to consider when designing a website or webstore

September 29, 2009

3. Online Display Advertising and Creating a Web Presence

Goal: To learn advertising techniques to promote your business, and to draft an effective business website.

You will Learn:

- To identify ways to post and monitor display advertisements online
- To calculate the cost of online display advertising
- To determine the type of web presence that suits your needs
- Key steps for designing an effective website

November 24, 2009

4. Protecting Your Business & Purchasing and Selling Online

Goal: To learn security measures to ensure the safety of your business while selling goods and services online.

You will Learn:

- Privacy, security & legal issues, and common solutions
- About selling via e-commerce and increasing your revenues
- How to build and maintain an online store

TO REGISTER:

(for more information, please contact Corrie Francis at 519-756-4269 or brc@brantford.ca)

Name: _____ Business Name: _____

Address: _____ City: _____

Postal: _____ Phone: _____ Fax: _____

Email Address: _____

Register for:

Workshop 1 (\$50.00) Workshop 2 (\$50.00) Workshop 3 (\$50.00) Workshop 4 (\$50.00)

All 4 Workshops (Total cost \$160.00)

Cash Cheque Credit: Visa Mastercard

Card Number: _____

Payment Total: _____ Expiry: _____ Signature: _____

Please fax your registration to 519-756-6449 or mail to the Business Resource Centre:

1 Market Square, Suite 201
Brantford, ON N3T 6C8