

Seminar Catalogue

January to April 2012

BUSINESS SEMINARS IN BC

INVEST IN YOUR BUSINESS; MAKE TIME FOR YOUR EDUCATION

Small Business BC offers information packed seminars and workshops for small business owners and entrepreneurs across BC.

With experienced industry experts delivering on over 50 seminar subjects, Small Business BC offers quality education on a wide range of topics, including: business planning, marketing, legal and importing. You'll find everything you need to start, grow and exit your business.

Small Business BC has extended the delivery of these seminars to over 40 videoconference sites to ensure that all BC business owners have access to business education.

Search our seminars listings online to find out what's coming-up in your area.

TO REGISTER

To register for an upcoming seminar or for more information please visit: www.smallbusinessbc.ca/seminars or, call us at: 1-800-667-2272 | 604-775-5174

CONTACT US

Call: 1-800-667-2272 | 604-775-5174

Fax: 604-775-5520

Click: www.smallbusinessbc.ca

Email: askus@smallbusinessbc.ca

Come in: Suite #82- 601 West Cordova Street, Vancouver, BC V6B 1G1

CANCELLATION POLICY

Small Business BC reserves the right to reschedule or cancel a seminar due to speaker conflicts or insufficient registration. Minimum registrant requirements vary. We strive to let clients know if a course has to be rescheduled or cancelled 48 hours or two business days before the event.

Course cancellations and refunds:

If Small Business BC cancels the seminar, clients will be contacted and rebooked for a future date of the same seminar or they may choose to use the credit towards an alternate seminar. Clients may also request a full refund to be processed.

If a client cancels, all seminar/package cancellations requests within ten business days of the event are subject to an administration fee of 20%, up to a maximum of \$20. Clients may choose to take a full seminar credit towards a future seminar. No refunds will be issued after or on the day of the seminar.

Cancellation requests may be submitted by phone, email, online or in person. If you have any questions or concerns about our cancellation policy, please contact us at askus@smallbusinessbc.ca or at 604-775-5174.

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JANUARY 2012

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	3	4	5	6	7
9	10	11	12	13	14
Branding – More than Just a Logo 9-12 pm Operations for Small Business 1-3pm		Getting Incorporated- Essential Steps and Legal Tips 9-12pm Moving from a Proprietorship to Incorporation-Tax Concerns 1-4pm	How to Do Business with the Federal Government 10:30-12pm	Start Smart 1 9-12pm The Power of Email and Engagement Marketing 1-3pm	
16	17	18	19	20	21
Getting Your Business Online: A Website 9-11am Measuring the Success of Your Web Site – Web Analytics and SEO 11:30-1:30pm	Commercial Real Estate Agreements and the Law - Lunch Series 12-1:30pm Cloud Computing – Prepare for the Future of Your Business 1-2:30pm		MERX - The Government Electronic Tendering Service 10:30-12pm Young Entrepreneurs: Business Plan Resources and Financing Options 1-3pm Social Media and Online Marketing Tactics 1-3pm	Start Smart 2 9-12pm	
23	24	25	26	27	28
Tax Tips from an Accountant 9-12pm My First Year in Business – A Financial Overview 1-4pm Market Research for Your Business 1-4pm	Buying a Business - Lunch Series 12-1:30pm Starting a Consulting Business 1-4pm	Are You Thinking of Importing? 9-12pm Legal Tips for Your Online Business 10-12pm Intellectual Property – Copyrights - Lunch Series 12:15-1:15pm eCommerce and Understanding Online Payment Systems 1-3pm	Bidding and Procurement Process with the Federal Government 10:30-12pm Retail Distribution- Move your Product Line to Retail Market 1-4pm	Employment Law 10-12pm Getting Serious with Social Media 1-4pm	
30	31				
Business Viability 1 – The Break Even Analysis 9-12pm Business Viability 2 - The Cash Flow Forecast 1-4pm	Canada Revenue Agency (CRA) – Payroll 9-12:30pm Canada Revenue Agency (CRA) – E-Services 1:30-4:30pm				

FEBRUARY 2012

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4
			Negotiating and Understanding Business Contracts - Lunch Series 12-1:30pm	Understanding Financial Statements 9-12pm Pricing and Costing Your Product 1-4pm	Business Plan FastTrack 1 - Introduction to the Business Plan and Business Viability 9-4pm
6	7	8	9	10	11
Sales Strategies for Small Business 9-12pm Intellectual Property – Trademarks- Lunch Series 12:15-1:15pm Powerful Marketing for Small Business 1-4pm	CRA – Income Tax 9-12:30pm CRA – GST/HST 1:30-4:30pm	Attracting and Hiring Top Talent 10-12pm Social Media and Online Marketing Tactics 1-3pm	Start Smart 1 9-12pm	Saving Energy is Smart Business – Energy Efficient Lighting 101 9-11am The Power of Email and Engagement Marketing 1-3pm	Business Plan FastTrack 2 - Market Research and Strategies 9-4pm
13	14	15	16	17	18
Growing Your Consulting Business 9-12pm	Tax Tips from an Accountant 1-4pm	Selling a Business- Lunch Series 12-1:30pm	Start Smart 2 9-12pm	Getting Incorporated – Essential Steps and Legal Tips 9-12pm Moving from a Proprietorship to Incorporation – Tax Concerns 1-4pm	Business Plan FastTrack 3 - Financial Planning and Strategies 1-4pm
20	21	22	23	24	25
PR and Media Opportunities for Small Business 1-4pm	Doing Business with the Government of Canada – Half Day Condensed 1-4pm	Canada Revenue Agency (CRA) – Payroll 9-12:30pm Canada Revenue Agency (CRA) – E-Services 1:30-4:30pm	Starting a Consulting Business 9-12pm Market Research for Your Business 9-12pm Are You Thinking of Importing? 1-4pm	Branding - More than Just a Logo 9-12pm Powerful Marketing for Small Business 1-4pm	
27	28	29			
		Business GPS – Growth, Planning and Succession- Lunch Series 12-1:30pm Greening Your Small Business 2-4pm			

MARCH 2012

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3
				Getting Your Business Online: A Website 9-11am Measuring the Success of Your Web Site – Web Analytics and SEO 11:30-1:30pm	
5	6	7	8	9	10
Start Smart 1 9-12pm Are You Thinking of Exporting? 1-4pm	CRA – Income Tax 9-12:30pm Séminaires en français du bureau des petites et moyennes entreprises 10-12pm CRA – GST/HST 1:30-4:30pm		How to Do Business with The Federal Government 10:30-12pm	Tax Tips from an Accountant 9-12pm My First Year in Business – A Financial Overview 1-4pm	
12	13	14	15	16	17
Start Smart 2 9-12pm Commercial Real Estate Agreements and the Law - Lunch Series 12-1:30pm	Small Business Strategies for USA Marketing and Trade Initiatives 10-12pm Employment Law 1-3pm		MERX - The Government Electronic Tendering Service 10:30-12pm	Business Viability 1 – The Break Even Analysis 9-12pm Buying a Business - Lunch Series 12-1:30pm Business Viability 2 - The Cash Flow Forecast 1-4pm	
19	20	21	22	23	24
Market Research for Your Business 9-12pm Are You Thinking of Importing? 1-4pm	Moving from a Proprietorship to Incorporation – Tax Concerns 9-12pm Retail Distribution- Move your Product Line to Retail Market 1-4pm	Getting Serious with Social Media 9-12pm Intellectual Property – Copyrights - Lunch Series 12:15-1:15pm Young Entrepreneurs: Business Plan Resources and Financing Options 1-3pm	Bidding and Procurement Process with the Federal Government 10:30-12pm Intellectual Property – Patents - Lunch Series 12:15-1:15pm Importing Regulations for Small Business 1-4pm	Operations for Small Business 10-12pm Sales Strategies for Small Business 1-4pm	
26	27	28	29	30	
Legal Tips for Your Online Business 10-12pm eCommerce and Understanding Online Payment Systems 1-3pm The Power of Email and Engagement Marketing 1-3pm		Starting a Consulting Business 1-4pm Getting Incorporated – Essential Steps and Legal Tips 1-4pm	Tax Tips from an Accountant 9-12pm Branding - More than Just a Logo 1-4pm	Attracting and Hiring Top Talent 10-12pm Social Media and Online Marketing Tactics 1-3pm	

APRIL 2012

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	3	4	5	6	
Understanding Financial Statements 9-12pm Pricing and Costing Your Product 1-4pm		PR and Media Opportunities for Small Business 9-12pm Negotiating and Understanding Business Contracts - Lunch Series 12-1:30pm	Getting Your Business Online: A Website 9-11pm Measuring the Success of Your Web Site – Web Analytics and SEO 11:30-1:30pm		
9	10	11	12	13	14
			Powerful Marketing for Small Business 9-12pm My First Year in Business – A Financial Overview 1-4pm	Start Smart 1 1-4pm	
16	17	18	19	20	21
Growing Your Consulting Business 1-4pm	Selling a Business- Lunch Series 12-1:30pm		Business Viability 1 – The Break Even Analysis 9-12pm Business Viability 2 - The Cash Flow Forecast 1-4pm	Doing Business with the Government of Canada – Half Day Condensed 9-12pm Start Smart 2 1-4pm	
23	24	25	26	27	28
Getting Incorporated – Essential Steps and Legal Tips 1-4pm		The Power of Email and Engagement Marketing 10-12pm	Operations for Small Business 10-12pm Intellectual Property – Trademarks- Lunch Series 12:15-1:15pm Sales Strategies for Small Business 1-4pm	Starting a Consulting Business 1-4pm Market Research for Your Business 1-4pm	
30					
Are You Thinking of Importing? 9-12pm					

SEMINAR PROGRAMS

Program start dates:

START SMART SERIES

\$59
PLUS TAX

Friday, January 13, 2012
9-12pm

Thursday, February 9, 2012
9-12pm

Monday, March 5, 2012
9-12pm

Friday, April 13, 2012
1-4pm

(2 week programs)

The Start Smart Series provides an introductory step-by-step guide to starting your business right. Learn what resources will help you get started, the registration process, what business structure to use and the guidelines of protecting your business. This series includes 2 seminars where 6 industry experts provide their knowledge and tips to help you start your business smart.

Seminars Included:

- Start Smart 1
- Start Smart 2

Presented By: Small Business BC and Industry Experts

Program start dates:

BASICS OF BUSINESS

\$299
PLUS TAX

Monday, January 9, 2012
9-4pm

Friday, February 24, 2012
9-4pm

Thursday, March 29, 2012
9-4pm

(6 week programs)

This highly anticipated new program covers the 12 essential elements of running and operating a small business in just a few short weeks. Topics include marketing, online business, tax, financials and much more! Sessions are presented by industry experts with real small business experience. Learn it all and learn it faster! This package will save you more than 40% on individual seminar registration.

Seminars included:

- Branding- More than a Logo
- Powerful Marketing for Small Business
- Getting Your Business Online-A Website
- Measuring the Success of Your Website: Web Analytics and SEO
- Tax Tips from an Accountant
- My First Year in Business: A Financial Overview
- Operations for Small Business
- Sales Strategies for Small Business
- Attracting and Hiring Top Talent
- Business Viability 1- The Break Even Analysis
- Business Viability 2- The Cash Flow Forecast
- Social Media and Online Marketing Tactics

Program start dates:

BUSINESS PLAN FASTTRACK

\$495
PLUS TAX

Saturday, February 4, 2012
9-4pm

(3 week programs)

The backbone of every successful business is a solid business plan. The Business Planning Fast Track Workshop is designed for the entrepreneur who has an established business idea and is ready to fast track their business plan. This program covers the following key steps, introduction to the business plan and executive summary, business Viability including a break even analysis of your product or service, business risk and operations, market research and strategies, and financial planning and strategies.

Included in the Business Plan FastTrack program is an eText reference book, the Financial Planning Template with the opportunity to develop multiple financial formulas for your business, the costing workbook to cost your products and services and one to one consulting with an experienced business advisor

Dates:

**BUSINESS PLAN FASTTRACK 1
Introduction to the Business Plan and Business Viability****\$189**
PLUS TAXSaturday, February 4, 2012
9-4pm

You will be introduced to the concepts of a business plan and executive summary, a Starting Balance Sheet, a break-even Income Statement, an introductory Cash Flow Forecast. This seminar looks at the viability of your business idea from a financial perspective and helps you to decide if your business idea is worth pursuing. Business Risk and Operations will conclude the day. (Not offered on the videoconference network)

Presented By: Bill Erichson of Pacific Training Innovations.

Dates:

**BUSINESS PLAN FASTTRACK 2
Market Research and Strategies****\$189**
PLUS TAXSaturday, February 11, 2012
9-4pm

Present your market research and analysis in a way that shows that there is a clear understanding of the target market(s) you are selling to. This is one of the most difficult and time-consuming sections of the business plan to prepare, yet it is one of the most important. The success of your business will depend on how well it can meet the needs of the target market(s). Defining the size of your target market will assist in calculating the required level of production, distribution channels, promotion strategy and other marketing decisions. (Not offered on the videoconference network)

Presented By: Bill Erichson of Pacific Training Innovations.

Dates:

**BUSINESS PLAN FASTTRACK 3
Financial Planning and Strategies****\$189**
PLUS TAXSaturday, February 18, 2012
9-4pm

To examine the business from a financial point of view means determining the amount of money needed to get the business running and carry it until it can support itself through positive cash flow, estimating the amount of time this will take, and projecting the income potential of the business is a first step in planning. The financial plan is basic to the evaluation of the viability of the business opportunity. It is very important that your financial projections represent you're best estimates, and that you take an honest, realistic look at the business. Once operations begin, a well-prepared financial plan can be used to provide benchmarks by which the company's progress can be measured, calling attention to the areas where performance is not as expected. (Not offered on the videoconference network)

Presented By: Bill Erichson of Pacific Training Innovations.

Dates:

**YOUNG ENTREPRENEURS:
Business Plan Resources and Financing Options****\$20**
PLUS TAXThursday, January 19, 2012
1-3pmWednesday, March 21, 2012
1-3pm

Are you between 18 and 34 years of age and looking to start a business? Join the Canadian Youth Business Foundation (CYBF) and Small Business BC as they teach new and prospective entrepreneurs tips to create a business plan, how to establish good credit ratings, how to evaluate good and bad cash flows and how to apply for CYBF financing and mentorship.

You will also hear from a successful CYBF client who will inspire you with a story of starting a successful small business and how they got to where they are now. Come prepared with your questions!

Presented By: Small Business BC and CYBF Representative.

ENVIRONMENT AND BUSINESS

Dates:

GREENING YOUR SMALL BUSINESS

\$10
PLUS TAX

Wednesday, February 29, 2012
2-4pm

Carbon neutral business...eco-efficiency, triple-bottom line management... What does all this jargon mean ...and why should you care? Consumers are becoming more discerning about the environmental performance of businesses; even in the midst of this economic down turn consumers are seeking green brands. How will this shift in public interest impact your business and how can you capitalize on it? This workshop will introduce you to opportunities and challenges of greening your business. We'll examine what businesses in BC are doing to go green and explore eco-efficiency options for your own business. Maureen Cureton, Green Business Manager for Vancity facilitates this session drawing on her experience with the local small business community.

Presented By: Maureen Cureton, Green Business Manager at Vancity

Dates:

SAVING ENERGY IS SMART BUSINESS- ENERGY EFFICIENT LIGHTING 101

FREE

Friday, February 10, 2012
9am-11am

Upgrading to energy efficient lighting in your business is a great opportunity to save energy and money, but it's often a challenge to know which options are best for your work space.

Energy Efficient Lighting 101 will guide you through the process of selecting lighting solutions that save you money on energy and operational costs while maintaining function, comfort and style.

Lighting consultant, Margot Richards, will share case studies and practical tips on lighting design that strikes the perfect balance of function, aesthetics and efficiency in a variety of spaces. Whether an office, retail space or restaurant she will explain what you consider when selecting lighting for your workplace.

This seminar will provide expert advice on:

- Taking inventory of your current lighting and identifying conservation opportunities
- Critical factors to consider when upgrading your lighting
- Features of various lighting technologies and products
- The many benefits of energy efficient lighting
- How to access financial incentives and programs to make energy efficiency projects affordable and accessible for small business owners

*Note the content of this session will not be relevant for home-based businesses or those without a commercial BC Hydro account.

EXITING YOUR BUSINESS

Dates:

BUSINESS GPS – GROWTH, PLANNING AND SUCCESSION – LUNCH SERIES

\$25
PLUS TAX

Wednesday, February 9, 2012
12-1:30pm

Do you have a roadmap set out for your business? Every business has a life cycle, and knowing when to transition your business is critical in maximizing the value of your company. Come and explore the deciding factors of when to hold, sell or grow your business with Pino Bacinello of Pacific Business Brokers. Learn how to examine your businesses state of Change Readiness™ and understand the value of your company in order to make good financial decisions.

Presented By: Pino Bacinello of Pacific Business Brokers

Dates:

SELLING A BUSINESS – LUNCH SERIES

\$25
PLUS TAX

Wednesday, February 15, 2012
12-1:30pm

Are you thinking of selling your business? Learn the key points to successfully preparing your business to sell, what buyers are looking for and the alternative options to selling. Help us prepare you for success in maximizing the value of your business and managing your exit strategy.

Tuesday, April 17, 2012
12-1:30pm

Presented By: Marion Van Keken Rietkerk of Pacific Business Brokers

EXPORT

Dates:

ARE YOU THINKING OF EXPORTING?

\$59
PLUS TAX

Monday, March 5, 2012
1-4pm

Do you plan to export products but do not know where to start and what to do? In this seminar you will determine the key elements of building your export plan and the step-by-step process required to export successfully. In this seminar you will learn how to evaluate the competitiveness of your business in the global market, identify the demand for your product or services and who your competitors are, identify the different distribution channels available to your business, understand the means of payment and the use of the incoterms, and how to know the government requirements before shipping your goods. Book this seminar today and prepare your business to be export ready in a strategic and planned way.

Presented By: Sandra Light of Small Business BC

Dates:

SMALL BUSINESS SALES STRATEGIES FOR USA MARKETING AND TRADE INITIATIVES

\$35
PLUS TAX

Tuesday, March 13, 2012
10-12pm

The USA represents a huge market that is very receptive to Canadian ideas and products, whether manufactured in Canada or imported into the USA from lower-cost international countries. Unless your company has a One million budget, you will need to learn and employ practical, cost-effective methods and strategies. This introductory seminar will help you define your USA market, and introduce you to the basic essentials of marketing and logistics (packaging, shipping, warehousing and US Customs compliance). You need to know these basics before you commit to the design, manufacture or purchase of your product or service.

Presented By: April Collier of Pacific Custom Brokers and Jim Pettinger of International Market Access

FINANCING

Dates:

BUSINESS VIABILITY 1 – THE BREAK EVEN ANALYSIS

\$59
PLUS TAX

Monday, January 30, 2012
9-12pm

Friday, March 16, 2012
9-12pm

Thursday, April 19, 2012
9-12pm

Many entrepreneurs launch businesses based solely based on the idea alone. Successful businesses are profitable, or have the potential for profit. Come join Bill Erichson to learn how to identify the costs to start and operate your business for the first year... and then calculate the starting capital and annual sales required to break even.

This seminar provides hands on information on:

- The three kinds of start-up costs
- Determining your start-up requirements
- Understanding your overhead costs
- Mark-up, margin and cost of goods – your variable costs
- The break-even...the first goal of any business

Whether for a starting business, or for a new and expansion stage for an existing business, book this seminar today and find out how to determine the financial viability of your business.

Presented By: Bill Erichson of Pacific Training Innovations

Dates:

BUSINESS VIABILITY 2 – THE CASH FLOW FORECAST

\$59
PLUS TAX

Monday, January 30, 2012
1-4pm

Just because your business is profitable, does not mean it is viable. Cash flow is arguably the most crucial part of your financial plan. Without strong cash flow, you run the risk of going broke before achieving your break-even point.

Friday, March 16, 2012
1-4pm

In this session you will learn:

- Three factors that determine how cash enters your business each month
- Forecasting your monthly cash out flows
- The cash flow calculations
- The real causes of cash flow problems
- Doing 'what if' calculations to plan for success

Thursday, April 19, 2012
1-4pm

There is an old saying: "There are two ways to go broke. No profits is the slow painful way...no cash flow is the fast painful way."

Join Bill Erichson for this seminar and plan for the success of your business.

Presented By: Bill Erichson of Pacific Training Innovations

Dates:

MY FIRST YEAR IN BUSINESS – A FINANCIAL OVERVIEW

\$39
PLUS TAX

Monday, January 23, 2012
1-4pm

Starting a business is an exciting time, establishing your financial records and bookkeeping system should be one of the first orders of business. You will need to establish a separate bank account, put together a filing system, decide how to Invoice your clients. These are all parts of your business strategy. Come to this seminar to learn the different financial statements your company will need. Gain an understanding of the components and difference between the balance sheet, the income statement and understand what a cash flow statement is. Learn how daily business transactions affect your financial statements and review CRA's requirements for record keeping.

Friday, March 9, 2012
1-4pm

Thursday, April 12, 2012
1-4pm

Presented By: Dianne Mueller of SOMA Business Solutions

Dates:

UNDERSTANDING FINANCIAL STATEMENTS

\$59
PLUS TAX

Friday, February 3, 2012
9-12pm

This seminar is designed for the non-financial business owner who is interested in knowing how to record and maintain financial records for your small business. Finance is a language, and once you understand the language you can better understand financial concepts. Learn how to read financial statements such as balance sheets, income statements, and gain a greater knowledge on retained earnings and how to make this money work for you in your business. You will identify the difference between market and book value, amortization and capital cost allowance as well as understand the difference between income and cash flow.

Monday, April 2, 2012
9-12pm

Presented By: Bill Erichson of Pacific Training Innovation.

PACKAGE

FINANCIAL VIABILITY – ANALYSIS AND FORECASTING

\$99
PLUS TAX

Start Dates:

This package explores how to determine, evaluate and forecast your business finances. In this seminar you will learn how to analyze the financial viability and determine the strength of your businesses cash flow for potential investors. This package will save you 15% on individual seminar registration.

Monday, January 30, 2012
9-4pm

Seminars included:

- Business Viability 1 – The Break Even Analysis
- Business Viability 2 – The Cash Flow Forecast

Friday, March 16, 2012
9-4pm

Thursday, April 19, 2012
9-4pm

HUMAN RESOURCES

Dates:

ATTRACTING AND HIRING TOP TALENT

\$39
PLUS TAX

Wednesday, February 8, 2012
10-12pm

Is your business ready to grow and you're beginning to think about hiring your first employee? Are you wondering how your small business will compete with the big guys for talent? Come along to the Attracting and Hiring Top Talent seminar and find out the first steps you'll need to take to not just build a team, but to build a talented team that will see your business prosper...

Friday, March 30, 2012
10-12pm

Thursday, May 3, 2012
10-12pm

At the seminar you will learn how to create, design and implement a cost-effective and efficient recruitment and selection plan tailored to your business . Great planning = great results!

Presented By: Sandra Miles, President & CEO, Miles Employment Group Ltd., Miles Startup HR

IMPORT

Dates:

ARE YOU THINKING OF IMPORTING?

\$59
PLUS TAX

Wednesday, January 25, 2012
9-12pm

Are you considering importing as a component of your small business but don't know where to begin? Come to this introductory seminar to learn about some of the technical aspects of importing commercial goods into Canada. Topics include; developing an import business plan, dealing with customs brokers and international freight forwarders, means of payment, Incoterms, import regulations and documentation required by Canada Customs, along with relevant regulations on specific products.

Thursday, February 23, 2012
1-4pm

Monday, March 19, 2012
1-4pm

Presented By: Sandra Light of Small Business BC

Monday, April 30, 2012
9-12pm

Dates:

IMPORTING REGULATIONS FOR SMALL BUSINESS

\$39
PLUS TAX

Thursday, March 22, 2012
1-4pm

Have you started an import business or are you ready to start one? Register today for the Importing Regulations for Small Business seminar and learn about the rules, regulations and standards involved in having a successful import business. This seminar will be part informational and part roundtable discussion; so be sure to come prepared with relevant questions to help you succeed at importing into Canada.

Presented By: Small Business BC on Import Resources, Health Canada on Product Safety, Health Products, and Chemical Substance, Canadian Food Inspection Agency on Food Labeling, and Canada Border Services Agency on Import Declaration and Documentation

LEGAL REQUIREMENTS

Dates:

COMMERCIAL REAL ESTATE AGREEMENTS AND THE LAW – LUNCH SERIES

\$25
PLUS TAX

Tuesday, January 17, 2012
12-1:30pm

Expanding your business and/or thinking of buying a business, this seminar will cover commercial real estate agreements and law. Topics include types of commercial real estate, roles of various professionals: agents, accountants, banker, inspection, lawyer for bank, lawyer for buyer, surveyors and insurance, the closing process, due diligence, contracts and common pitfalls in the process. Delivered by Howard Wong of Synergy Business Lawyers, this seminar will help explain the process, time frames and help you understand contract terms as they relate to commercial real estate and the law.

Monday, March 12, 2012
12-1:30pm

Presented By: Howard Wong of Synergy Business Lawyers

Dates:	EMPLOYMENT LAW	\$39 PLUS TAX
Friday, January 27, 2012 10-12pm	<p>Hiring employees for your business? Come to this seminar and learn the differences in employee versus independent contractors and the laws and CRA consequences for each. This seminar will explain the elements of employee law, termination notice periods, severance pay, human rights code, workers compensation board matters and constructive dismissal. This seminar will touch on intellectual property and the importance of employee agreements to ensure your company knowledge and resources are protected. Come prepared to gather information that will help you make the right decision for your business entity.</p> <p><i>Presented By: Brian Rudy of Synergy Business Lawyers</i></p>	
Tuesday, March 13, 2012 1-3pm		

Dates:	GETTING INCORPORATED – ESSENTIAL STEPS AND LEGAL TIPS	\$59 PLUS TAX
Wednesday, January 11, 2012 9-12pm	<p>Attend this seminar to learn about corporations, how to get incorporated and legal tips that will help you with “life after incorporation”. In this seminar you will learn the advantages of corporations and the roles of shareholders, directors, officers and others in the corporate structure, the essential steps that must be followed to properly create and organize your corporation and the additional steps that may be necessary if you’re incorporating an existing business, e.g. a proprietorship, and the common pitfalls to avoid and the mandatory corporate requirements that must be followed each year to keep your corporation alive and in good standing and some helpful legal tips for carrying on business as a corporate entity after the incorporation is done. This seminar is ideal for anyone who wants to get incorporated properly and learn how to carry on business as a corporate entity!</p> <p><i>Presented By: Jason Harris of Simply Legal Law Corporation</i></p>	
Friday, February 17, 2012 9-12pm		
Wednesday, March 28, 2012 1-4pm		
Monday, April 23, 2012 1-4pm		

Dates:	INTELLECTUAL PROPERTY – COPYRIGHTS – LUNCH SERIES	\$25 PLUS TAX
Wednesday, January 25, 2012 12:15-1:15pm	<p>Do you want to understand the legal steps and applications of copyrights? Find out who owns your business’ intellectual property - you, your business, your employees or the consultants you have hired to do work for you.</p>	
Wednesday, March 21, 2012 12:15-1:15pm	<p>Not sure of the types of intellectual property protection available? Visit www.cipo.ic.gc.ca to find out the options available to you; then join Jennifer Marles to learn the legal steps involved in protecting your copyrights.</p> <p><i>Presented By: Jennifer Marles of Oyen Wiggs Green & Mutala LLP</i></p>	

Dates:	INTELLECTUAL PROPERTY – PATENTS – LUNCH SERIES	\$25 PLUS TAX
Thursday, March 22, 2012 12:15-1:15pm	<p>Do you want to understand the legal steps and applications of patents? Attend this seminar to find out how to protect your ideas through patents. Jennifer Marles of Oyen Wiggs Green & Mutala will take you through the patent process including: how to start, how long it takes, the costs involved, and the process to maintain your patent rights.</p>	
	<p>Not sure of the types of intellectual property protection available? Visit www.cipo.ic.gc.ca to find out the different forms of intellectual property available to you and Jennifer Marles to learn the legal steps involved in patenting your small business.</p> <p><i>Presented By: Jennifer Marles, Oyen Wiggs Green & Mutala LLP</i></p>	

Dates:	INTELLECTUAL PROPERTY – TRADEMARKS – LUNCH SERIES	\$25 PLUS TAX
Monday, February 6, 2012 12:15-1:15pm	<p>Do you want to understand the legal steps and applications of trademarks? Attend this seminar and find out how trademarks are classified and what they mean for your product/service.</p>	
Thursday, April 26, 2012 12:15-1:15pm	<p>Not sure of the types of intellectual property protection available? Visit www.cipo.ic.gc.ca to find out the options available to you; then join Jennifer Marles to learn the legal steps involved in protecting your trademarks.</p> <p><i>Presented By: Jennifer Marles, Oyen Wiggs Green & Mutala LLP</i></p>	

NEGOTIATING AND UNDERSTANDING BUSINESS CONTRACTS

\$25
PLUS TAX

Dates:

– LUNCH SERIES

Thursday, February 2, 2012
12-1:30pm

Wednesday, April 4, 2012
12-1:30pm

In the business world, the art of contract negotiation can make or break a business. Brian E. Rudy, partner of Synergy Business Lawyers will talk about the basics of commercial contracts: what are they and how they are negotiated? This seminar will provide an overview of issues important to business people, and will touch on more in-depth topics such as payment options, holdbacks, security, indemnities, restrictive covenants and intellectual property provisions.

Presented By: Brian Rudy of Synergy Business Lawyers

PACKAGE

INCORPORATION: LEGAL AND TAX TIPS

\$99
PLUS TAX

Start Dates:

Wednesday, January 11, 2012

Friday, February 17, 2012

Wednesday, March 28, 2012

Register for this package to learn from the professionals how and when the best time is to move from a proprietorship/partnership to an incorporated company. Gain valuable knowledge on setting up the legal entity of a corporation in this all day tax and legal information package. This package will save you more than 15% on individual seminar registration.

Seminars included:

- Moving from a Proprietorship to Incorporation – Tax Concerns
- Getting Incorporated – Essential Steps and Legal Tips You Need to Know

MARKETING AND SALES

Dates:

BRANDING- MORE THAN JUST A LOGO

\$59
PLUS TAX

Monday, January 9, 2012
9-12pm

Friday, February 24, 2012
9-12pm

Thursday, March 29, 2012
1-4pm

Why build a brand? Brand is a promise made by a business that is consistently delivered to its customer. This promise is what builds trust and increases customer loyalty. The rate at which a business succeeds is directly related to how CLEAR the vision is. Branding your business is your way to ensure your clients understand your corporate message.

Presented By: Angela Bains of CA Design Group Inc

Dates:

GETTING SERIOUS WITH SOCIAL MEDIA

\$39
PLUS TAX

Friday, January 27, 2012
1-4pm

Wednesday, March 21, 2012
9-12pm

Are you currently using social media for your business but want to find out more how to maximize your presence and focus your actions? Then the Getting Serious with Social Media seminar is for you! Learn about the strategies and effective tactics that will improve your success. Find out how Facebook and Twitter can deliver the results you need and how to measure your success.

Presented By: Mhairi Petrovic of Out-Smarts Marketing.

Dates:

POWERFUL MARKETING FOR SMALL BUSINESS

\$59
PLUS TAX

Monday, February 6, 2012
9-12pm

Sunday, February 24, 2012
1-4pm

Thursday, April 12, 2012
9-12pm

This seminar will help you get focused on what your business has to offer and how you can communicate your message successfully. You'll learn how to craft your message and select the right tools to effectively reach your target market. Various media choices will be discussed with particular emphasis on the changing media landscape and how digital media is altering the consumer decision-making process. Cost effective marketing options for small business will be emphasized. Delivered in a fast paced, interactive style filled with examples to get your entrepreneurial ideas flowing and leave with the next steps for a marketing plan.

Presented By: Mary Charleson of Charleson Communications

Dates:

PR AND MEDIA OPPORTUNITIES FOR SMALL BUSINESS

\$39
PLUS TAX

Monday, February 20, 2012
1-4pm

Wednesday, April 4, 2012
9-12pm

Advertising is expensive; publicity costs very little, and often offers far more benefit, because of the credibility that comes with having your name or business mentioned by an independent third party. In this seminar, you'll find out the 7 best steps to a productive media relationship, 5 roadblocks to getting coverage, 3 secrets for a really, really good media interview, and the 1 thing you need to do in your media strategy. Seminar attendees will take away a checklist to use for drawing up a media strategy plan; a format to use in writing and sending out a news release; a list of "do's and don'ts" to use if they are asked for an interview, and a self-evaluation tool they can use on an ongoing basis, as they develop their media skills.

Presented By: Gail Hulnick of Windword Communications Inc.

Dates:

PRICING AND COSTING YOUR PRODUCT

\$59
PLUS TAX

Friday, February 3, 2012
1-4pm

Monday, April 2, 2012
1-4pm

Setting prices is both an art and a science. The science is determining your costs ... and the art is understanding the underlying role price makes on customer buying behavior. This seminar is both a marketing and a financial topic as we get to the heart of how pricing plays an important part in your overall business success.

Topics include:

- Costs, Constraints, Customers & Competition (the 4 C's of Pricing)
- Fixed Costs, variable costs and total absorption costing
- Pricing as a comparative
- Pricing for sales vs. pricing for profits

This session will make you question your assumptions about pricing, costing and how they fit into your business strategies. Whether you are experienced in business or you just want to get started on the right foot, pricing and costing is time ... and money well spent!

Presented By: Bill Erichson of Pacific Training Innovations.

Dates:

SALES STRATEGIES FOR SMALL BUSINESS

\$59
PLUS TAX

Monday, February 6, 2012
9-12pm

Friday, March 23, 2012
1-4pm

Thursday, April 26, 2012
1-4pm

The sale itself is the heart of the matter. As a small business owner, you can be completely knowledgeable about your product/service, your customer groups, your market area and how they all fit together, but if you can't make the sale, your efforts have been wasted. This seminar is all about learning how to close the sale whether you are with the customer in person or on the telephone. You will find out why prospects don't buy, how to tell when a prospect is ready to buy, how to handle objections, including a sales process that works for you.

Seminar Content

- Understanding Yourself and Others
- The Sales Process Defined
- Effective Prospecting Calls
- Prospects Buying Motivates
- Common reasons why a prospect does not buy
- Lead and Referral Management
- Benchmarking your success for future growth

Presented By: Linda Fontana of Find A Sales Pro

Dates:

SOCIAL MEDIA AND ONLINE MARKETING TACTICS

\$25
PLUS TAX

Thursday, January 19, 2012
1-3pm

Wednesday, February 8, 2012
1-3pm

Friday, March 30, 2012
1-3pm

Thursday, May 3, 2012
1-3pm

This workshop focuses on understanding social media, what is it and how it's connecting people. Discussions will include how/if social media is an important part of your small business marketing strategy, a focus will be given to understanding what opportunities exist for small business owners to leverage social media for business growth and prospecting.

Presented By: Mhairi Petrovic of Out-Smarts Marketing Inc.

Dates:	THE POWER OF EMAIL AND ENGAGEMENT MARKETING	FREE
Friday, January 13, 2012 1-3pm	<p>Is your company ready to enter the realm of email and social media marketing? Learn how to build relationships and engage your audience with easy, inexpensive, and highly effective Email and Social Media Marketing! This seminar will discuss the importance of including Email and Social Media Marketing as a key component of your overall marketing and communications strategy.</p> <p>Presentation will include:</p> <ul style="list-style-type: none"> • Email marketing best practices to maximize open rates and entice your audience to take action. • How Email and Social Media work together to build your contact list and grow your business. • Winning Email and Social Media strategies for acquiring and keeping quality customers, clients or members. • Viral magic: increase your contact mailing list by asking subscribers to forward to friends or colleagues. <p>Join Guy Steeves of Constant Contact, to begin planning your effective strategy.</p> <p><i>Presented by: Guy Steeves of Constant Contact</i></p>	
Friday, February 10, 2012 1-3pm		
Monday, March 26, 2012 1-3pm		
Wednesday, April 25, 2012 10-12pm		

MARKET RESEARCH

Dates:	MARKET RESEARCH FOR YOUR BUSINESS	\$49 PLUS TAX
Monday, January 23, 2012 1-4pm	<p>Do you know your target market? Market research is an important part of your business plan and business development. This seminar explores the tools used to research your industry and identify your key market segments.</p> <p>Key topics discussed in this seminar are:</p> <ul style="list-style-type: none"> • Target Market profile • Primary and secondary research methods • Quantitative and qualitative data • How to design and conduct surveys • Online survey tools <p>This seminar will help you understand the steps you need to take to plan an effective business strategy.</p> <p><i>Presented By: Mark Eversfield, Market Research expert at Small Business BC</i></p>	
Thursday, February 23, 2012 9-12pm		
Monday, March 19, 2012 9-12pm		
Friday, April 27, 2012 1-4pm		

OFFICE OF SMALL AND MEDIUM ENTERPRISES

Dates:	DOING BUSINESS WITH THE GOVERNMENT OF CANADA – HALF DAY CONDENSED	FREE
Tuesday, February 21, 2012 1-4pm	<p>Are you interested in doing business with the Government of Canada? This comprehensive half-day seminar will guide you through the various aspects of doing business with the federal government. First, you will learn the fundamentals including registering to sell to the government, identifying opportunities, and marketing your goods or services. Next, you will learn about MERX™, the Government Electronic Tendering Service, where contracting opportunities are posted. Finally, you will learn about the Request for Proposal (RFP) process, including how to submit a bid and how bids are evaluated.</p> <p>At the end of this seminar you will know the federal government contracting process from start to finish, and have the information needed to get involved.</p> <p>This seminar is a condensed version of the following seminars:</p> <ul style="list-style-type: none"> • How to Do Business with the Federal Government • MERX - The Government Electronic Tendering Service • Bidding and Procurement Process with the Federal Government <p><i>Presented By: A representative of The Office of Small and Medium Enterprises (OSME).</i></p>	
Friday, April 20, 2012 9-12pm		

Dates:	HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT	FREE
Thursday, January 12, 2012 10:30-12pm	Are you interested in learning the fundamentals of doing business with the Government of Canada? This seminar, first in a series of three, provides information on how the government does its buying, how to register to sell to the government, how to keep track of opportunities, how to market to the federal government, and how to bid on opportunities.	
Thursday, March 8, 2012 10:30-12pm	After this seminar you will understand how the federal government does their purchasing, the role of the Office of Small and Medium Enterprises and have all the essentials to get started in the contracting process.	
	<i>Presented By: A representative of The Office of Small and Medium Enterprises (OSME)</i>	
Dates:	MERX – THE GOVERNMENT ELECTRONIC TENDERING SERVICE	FREE
Thursday, January 19, 2012 10:30-12pm	Are you interested in learning about where the Government of Canada posts approximately 100 contracting opportunities per day? This seminar, second in the series of three, explains MERX™, the free, most complete source of federal government tenders. Information will be provided on registering with MERX™, navigating the site, viewing previously award contracts and downloading opportunities.	
Thursday, March 15, 2012 10:30-12pm	After this seminar you will be able to take advantage of the many features of MERX™ and start searching for federal government contracting opportunities of interest to you.	
	Suggested prerequisites: • How to Do Business with the Federal Government	
	<i>Presented By: A representative of The Office of Small and Medium Enterprises (OSME).</i>	
Dates:	BIDDING AND PROCUREMENT PROCESS WITH THE FEDERAL GOVERNMENT	FREE
Thursday, January 26, 2012 10:30-12pm	Are you interested in learning about the Government of Canada's bidding and evaluation process for contracting opportunities? This seminar, third in the series of three, will provide you with general advice and guidance on the Request for Proposal (RFP) process. Learn about the types of opportunities posted, the different requirements of opportunities, and how bids are evaluated.	
Thursday, March 22, 2012 10:30-12pm	Summary or call to action: After this seminar you will be prepared to start bidding on federal government opportunities.	
	Suggested prerequisites: • How to Do Business with the Federal Government • MERX - The Government Electronic Tendering Service	
	<i>Presented By: A representative of The Office of Small and Medium Enterprises (OSME).</i>	
Dates:	SEMINAIRES EN FRANCAIS DU BUREAU DES PETITES ET MOYENNES ENTREPRISES	FREE
Tuesday, March 6, 2012 10-12pm	Le gouvernement du Canada s'est engagé à donner aux petites et moyennes entreprises (PME) les moyens de faire des affaires avec lui. Le Bureau des petites et moyennes entreprises (BPME) appuie les PME en s'efforçant d'éliminer les obstacles auxquels elles font face et en simplifiant les exigences auxquelles sont aux prises celles qui veulent faire des affaires avec le gouvernement fédéral.	
	Comment faire des affaires avec le gouvernement du Canada. Ce séminaire traite des bases de la vente de biens et de services au gouvernement du Canada. Les participants obtiennent de l'information sur la commercialisation de leurs produits et services auprès du gouvernement, sur les méthodes adoptées par celui-ci pour s'approvisionner et sur la façon de se tenir au courant des appels d'offres faits par le gouvernement du Canada. Le séminaire comprend la présentation des systèmes MERX et données d'inscription des fournisseurs. 2 heures, gratuit en français.	
	<i>Presented By: A representative of The Office of Small and Medium Enterprises (OSME)</i>	

PACKAGE

DOING BUSINESS WITH THE GOVERNMENT OF CANADA

FREE

– 3 DAY SERIES

Start Dates:

Thursday, January 12, 2012
10:30-12pm

Thursday, March 8, 2012
10:30-12pm

Are you interested in doing business with the Government of Canada? This comprehensive three day seminar will guide you through the various aspects of doing business with the federal government. First, you will learn the fundamentals including registering to sell to the government, identifying opportunities, and marketing your goods or services. Next, you will learn about MERX™, the Government Electronic Tendering Service, where contracting opportunities are posted. Finally, you will learn about the Request for Proposal (RFP) process, including how to submit a bid and how bids are evaluated.

At the end of this seminar you will know the federal government contracting process from start to finish, and have the information needed to get involved.

Seminars Included:

- How to Do Business with the Federal Government
- MERX - The Government Electronic Tendering Service
- Bidding and Procurement Process with the Federal Government

OPERATIONS MANAGEMENT

Dates:

GROWING YOUR CONSULTING BUSINESS

\$59
PLUS TAX

Monday, February 13, 2012
9-12pm

Monday, April 16, 2012
1-4pm

Come to this seminar to learn how to take the next steps in growing your consulting business, learn how to leverage your client base, invest in your clients work and how to get your clients to help build your network for you. This workshop visits costing the value of your time, creating products and services that compliment the work you already do and extending your services beyond the face to face consulting work you already do.

Presented By: Dave Schulte and Ian Marshall of Vancouver Consultants, a membership organization with a mandate to provide the best vehicle to connect independent professional consultants to the market in order to facilitate and enhance opportunities for both.

Dates:

OPERATIONS FOR SMALL BUSINESS

\$39
PLUS TAX

Monday, January 9, 2012
1-3pm

Friday, March 23, 2012
10-12pm

Thursday, April 26, 2012
10-12pm

Do you know all the essential elements for successfully operating a business? Come join our small business expert, Bridget Field, and find out the key to a successful Operations Plan and explore how you can determine WHO (your team) does WHAT (the activities), WHEN (how often), WHERE (the facility) and HOW (the logistics) and most importantly WHY. Book today and take your first step in preparing to set up and manage your small business operations efficiently and effectively.

Presented By: Bridget Field of Small Business BC

Dates:

RETAIL DISTRIBUTION – MOVE YOUR PRODUCT TO A RETAIL MARKET

\$39
PLUS TAX

Thursday, January 26, 2012
1-4pm

Tuesday, March 20, 2012
1-4pm

Come to this seminar and explore what should take priority in vendor sales calls to retailers and the methods retailers use to decide what products they will buy for their stores. This workshop will introduce you to the challenges retailers face, how and why they buy. You will learn a few cardinal rules that vendors should follow, especially if they are making their first sales pitches to prospective accounts. The information supplied will assist you in planning your call and crafting a crucial part of the blue print for your overall business plan. Learn the terminology, technology and measurements retailers use to decide which products will make the cut and a repeat buy. In addition to information about the retailer and their business, learn what other items should prepare you for a meeting with a prospective customer.

Presented By: Gerry Spitzner of Retail SOS

START UP

Dates:

BUYING A BUSINESS – LUNCH SERIES

\$25
PLUS TAX

Tuesday, January 24, 2012
12-1:30pm

Are you considering buying a business or starting one from scratch? Learn the advantages and disadvantages of both and discover which route is best for you. Join Marion Van Keken Rietkerk from Pacific Business Brokers to understand what you should be looking for in your search for a business; explore issues of due diligence and find out Marion's key tips for success.

Friday, March 16, 2012
12-1:30pm

Attend this seminar and help us direct you on the right path towards your new and exciting venture.

Presented By: Marion Van Keken Rietkerk of Pacific Business Brokers

Dates:

STARTING A CONSULTING BUSINESS

\$59
PLUS TAX

Tuesday, January 24, 2012
1-4pm

Do you have a special skill, ability; talent that you feel can serve others and earn an income? Consider the consulting and contracting field. Come to this session to learn how to transition your skills into an income stream, price your service, and learn where to find clients. Establish your business, build your market and hear from the experts about their many experiences of running a consulting business.

Thursday, February 23, 2012
9-12pm

Wednesday, March 28, 2012
1-4pm

Presented By: Dave Schulte and Ian Marshall of Vancouver Consultants

Friday, April 27, 2012
1-4pm

Dates:

START SMART 1

\$39
PLUS TAX

Friday, January 13, 2012
9-12pm

This seminar covers basic small business start-up information and is designed for the client in the thinking stage of starting a business. Included in this seminar is an overview of all the basic requirements including: name registry, business structures, municipal licensing requirements, HST registration and an overview of employment standards. Small Business BC resources are highlighted with emphasis on business planning tools, market research, business planning and trade services, a demonstration of our website(s) and methods to evaluate your business idea and its viability in the market place. The last hour of this seminar will be delivered by Brian Rudy of Synergy Business Lawyers discussing the differences between proprietorships, partnerships and incorporations.

Thursday, February 9, 2012
9-12pm

Monday, March 5, 2012
9-12pm

Friday, April 13, 2012
1-4pm

Presented By: A representative from Small Business BC

Dates:

START SMART 2

\$39
PLUS TAX

Friday, January 20, 2012
9-12pm

Life is risky; entrepreneurs know all about taking risk and reaping rewards. Protecting yourself and your business is an important factor to the success of your business. Legal requirements regarding intellectual property, trademarks, patents and designs will be discussed as well as employment standards including bonding, employees and running a small business. This seminar is designed for the launching business client who is working on a business plan.

Thursday, February 16, 2012
9-12pm

Monday, March 12, 2012
9-12pm

Presented By: WorkSafeBC, Insurance Bureau of Canada, Oyen Wiggs Green Mutala LLP and the BBB (Better Business Bureau)

Friday, April 20, 2012
1-4pm

PACKAGE

START SMART SERIES

\$59
PLUS TAX

Start Dates:

Friday, January 13, 2012
9-12pm

Thursday, February 9, 2012
9-12pm

Monday, March 5, 2012
9-12pm

Friday, April 13, 2012
1-4pm

The Start Smart Series provides an introductory step-by-step guide to starting your business right. Learn what resources will help you get started, the registration process, what business structure to use and the guidelines of protecting your business. This series includes 2 seminars where 6 industry experts provide their knowledge and tips to help you start your business smart.

Seminars Included:

- Start Smart 1
- Start Smart 2

TAX REQUIREMENTS

Dates:

Wednesday, January 11, 2012
1-4pm

Friday, February 17, 2012
1-4pm

Tuesday, March 20, 2012
9-12pm

MOVING FROM A PROPRIETORSHIP TO INCORPORATION - TAX CONCERNS

\$59
PLUS TAX

At what financial point in your business is it a good idea to incorporate? How can a registered corporation help separate you from your business or partners while optimizing tax benefits? This seminar discusses the advantages of moving your proprietorship or partnership to a corporation. Learn about the tax advantages of being a registered corporation, the benefits of using a holding company, deferred income, hiring family members, medical trusts, and how you can utilize the small business capital gains exemption.

Presented By: Gabrielle Loren of Loren, Nancke & Company, CGA.

Dates:

Monday, January 23, 2012
9-12pm

Tuesday, February 14, 2012
1-4pm

Friday, March 9, 2012
9-12pm

Thursday, March 29, 2012
9-12pm

TAX TIPS FROM AN ACCOUNTANT

\$59
PLUS TAX

You're thinking of starting or have already started a small business but are unclear on how to structure your business or what to do to keep the bank and the tax man happy. Come to this workshop to understand more about the differences a sole proprietor, partnership and corporation can provide to you. Learn what defines taxable income, allowable deductions, subcontractors versus employees, payroll traps and tax requirements. You will learn about tax issues that apply to you and how your financial statements information is viewed by others.

Presented By: Gabrielle Loren of Loren, Nancke & Company, CGA.

Dates:

Tuesday, Feb 7, 2012
9-12:30pm

Tuesday, March 6, 2012
9-12:30pm

CANADA REVENUE AGENCY (CRA) – INCOME TAX

FREE

Do you know the specific Income tax requirements for your business? Join us to determine the correct procedures and requirements for your specific business. The following topics will be discussed:

- Income tax matters for sole proprietors, partnerships, and corporations
- What to file
- When to file
- Bringing assets into a business
- Record keeping
- Capital cost allowance
- Expenses

Presented By: a representative from Canada Revenue agency.

Dates: **CANADA REVENUE AGENCY (CRA) – TAX GST/HST** **FREE**

Tuesday, February 7, 2012
1:30-4:30pm

Tuesday, March 6, 2012
1:30-4:30pm

How does GST/HST affect your business venture? Learn from a representative of the Canada Revenue Agency about your specific business requirements. In this seminar the following topics will be discussed:

- How goods and services tax/harmonized sales tax (GST/HST) works
- Who has to register
- Your obligations and entitlements
- How to complete your GST/HST return
- Special situations
- Where to get help

Presented By: a representative from Canada Revenue agency.

Dates: **CANADA REVENUE AGENCY (CRA) – PAYROLL** **FREE**

Tuesday, January 31, 2012
9-12:30pm

Wednesday, February 22, 2012
9-12:30pm

Are you considering or do you currently have a payroll account for your business? Learn from a representative of the Canada Revenue Agency about specific requirements and guidelines. In this seminar the following topics will be discussed:

- Employee or self-employed?
- Maintaining proper payroll records
- Calculating deductions for Canada Pension Plan contributions, Employment Insurance premiums, and Income Tax
- Remitting payroll deductions
- Completing the T4 information return

Presented By: a representative from Canada Revenue agency.

Dates: **CANADA REVENUE AGENCY (CRA) – E-SERVICES** **FREE**

Tuesday, January 31, 2012
1:30-4:30pm

Wednesday, February 22, 2012
1:30-4:30pm

There are many E-Services available for small businesses when dealing with the CRA. In this seminar a representative of the Canada Revenue Agency will guide you through the resources available to you and your business. In this seminar the following topics will be discussed:

- My Account,
- Authorizing or Cancelling a Representative,
- My Business Account,
- Represent a Client
- My Payment
- Calculators offered on the CRA website.
- The CRA Web site
- GST/HST NETFILE
- Filing Information Returns Electronically
- Making Online Requests

Presented By: a representative from Canada Revenue agency.

PACKAGE

INCORPORATION: LEGAL AND TAX TIPS **\$99 PLUS TAX**

Start Dates:

Wednesday, January 11, 2012
9-4pm

Friday, February 17, 2012
9-4pm

Tuesday, March 20, 2012
9-12pm

Register for this package to learn from the professionals how and when the best time is to move from a proprietorship/partnership to an incorporated company. Gain valuable knowledge on setting up the legal entity of a corporation in this all day tax and legal information package. This package will save you more than 15% on individual seminar registration.

Seminars included:

- Moving from a Proprietorship to Incorporation – Tax Concerns
- Getting Incorporated – Essential Steps and Legal Tips You Need to Know

TECHNOLOGY AND ONLINE BUSINESS

Dates: **CLOUD COMPUTING – PREPARE FOR THE FUTURE OF YOUR BUSINESS** **FREE**

Tuesday, January 17, 2012
1-2:30pm

Once your online business is up and running, the work has only begun. Learn how to create an effective business environment through cloud computing and establishing business continuity that will move with your business as it grows. Attend this workshop and prepare for the future demands of your business: increased amounts of data, and security and compliance requirements, at a cost that you can afford. Presented by a representative of Primus Business Services.

Presented By: A representative of Primus Business Service

Dates: **ECOMMERCE AND UNDERSTANDING ONLINE PAYMENT SYSTEMS** **\$25 PLUS TAX**

Wednesday, January 25, 2012
1-3pm

Monday, March 26, 2012
1-3pm

Considering selling your product online? Concerned about security online? Are you already using PayPal? Do you need a merchant account? This seminar will take you behind the scenes of an online payment system - covering topics like payment processing, taxes & shipping, and even effective shopping cart design.

Presented By: Kyle Murphy of 27 Media

Dates: **GETTING YOUR BUSINESS ONLINE: A WEBSITE** **\$25 PLUS TAX**

Monday, January 16, 2012
9-11am

Friday, March 2, 2012
9-11am

Thursday, April 5, 2012
9-11am

This is a workshop designed for the complete beginner. Learn the basic costs and steps necessary to register your domain, find a hosting company and have your website developed. This seminar will review the different types of websites and options on finding a web designer/developer.

Presented By: Kevin McLeod of Yardstick Services

Dates: **LEGAL TIPS FOR YOUR ONLINE BUSINESS** **\$25 PLUS TAX**

Wednesday, January 25, 2012
10-12pm

Monday, March 26, 2012
10-12pm

This workshop covers legal principles and concerns applicable to internet-based businesses. Topics will be adjusted based on the interests of the audience and may include: creation of contracts online; consumer protection legislation; privacy obligations with respect to information provided by users; potential liability for acts of users; intellectual property issues; and, jurisdiction and the internet.

Dates: **MEASURING THE SUCCESS OF YOUR WEBSITE – WEB ANALYTICS AND SEO** **\$25 PLUS TAX**

Monday, January 16, 2012
11:30-1:30pm

Friday, March 2, 2012
11:30-1:30pm

Thursday, April 5, 2012
11:30-1:30pm

In this workshop you will learn how people arrive at your website, how they navigate through your site and how the user interacts with your online buying process? This seminar will help you understand more about your customer what keywords your customer's are using to access your website and the importance of Search Engine Optimization (SEO). This seminar will present you the tools analyze your web site traffic, and make sure you are listed in the right search engines.

Presented By: Kevin McLeod of Yardstick Services

PACKAGE

GETTING ONLINE SERIES **\$59 PLUS TAX**

Start Dates:

Monday, January 16, 2012

Friday, March 2, 2012

Thursday, April 5, 2012

This package explores the basic costs and steps of setting up a website for your small business. You will learn how to optimize your online presence and measure its success. This package will also help understand social media and how you can use it to increase your small business presence. This package will save you more than 15% on individual seminar registration.

Seminars included:

- Getting Your Business Online: A Website
- Measuring the Success of Your Website- SEO and Analytics
- Social Media and Online Marketing Tactics

PACKAGE

SELLING ONLINE SERIES

\$69
PLUS TAX

Start Dates:

Wednesday, January 25, 2012

Monday, March 21, 2012

This package explores the concept of selling online 24-7. Discover what it takes to have an ecommerce site, the legal principles involved and some of the considerations you should have in mind. You will also learn how a social media strategy can help to grow sales. This package will save you more than 15% on individual seminar registration.

Seminars included:

- Ecommerce and Understanding Online Payment Systems
- Legal Tips for Your Online Business
- Getting Serious with Social Media

B.C. VIDEO CONFERENCE NETWORK

Vancouver, Small Business BC, (604) 775-5086,
www.smallbusinessbc.ca

Abbotsford, Community Futures South Fraser,
(604) 864-5770, www.southfraser.com

Ashcroft, Community Futures Sun Country,
(250) 453-9165, www.cfsun.ca

Campbell River, Campbell River & District Chamber of
Commerce, (250) 287-4636, www.campbellriverchamber.ca

Chilliwack, Community Futures Sto:Lo, (604)-858-0009,
www.stolocf.com

Clearwater, Clearwater & Area Chamber of
Commerce/Community Resource Centre North Thompson,
(250) 674-3530, www.crcnt.ca

Courtenay, Community Futures Strathcona,
(250) 338-4417, www.cfstrathcona.ca

Cranbrook, Community Futures East Kootenay,
(250) 489-4356, www.cfek.ca

Dawson Creek, Community Futures Peace Liard,
(250) 782-8748, www.communityfutures.biz

Duncan, Community Futures Cowichan, (250) 746-1004
www.cfcowichan.ca

Grand Forks, Community Futures Boundary,
(250) 442-2722, www.boundarycf.com

Houston, Community Futures Nadina – Houston,
(250) 845-2522, www.cfnadina.ca

Kamloops, Community Futures Thompson Country,
(250) 828-8772, www.communityfutures.net

Kamloops, Community Futures Central Interior First Nations,
(250) 828-9833, www.cfdcofcifn.com

Kelowna, Women's Enterprise Centre, (250) 868-3454,
www.womensenterprise.ca

Kelowna, Community Futures Central Okanagan,
(250) 868-2132, www.cfdcco.bc.ca

Langley, Greater Langley Chamber of Commerce,
(604)-530-6656, www.langleychamber.com

Masset, Haida Gwaii Community Futures, (250) 626-5594
www.haidagwaiifutures.ca

Merritt, Community Futures Nicola Valley,
(250) 378-3923, www.cfdcnv.com

Mission, Community Futures North Fraser,
(604) 826-6252, www.northfraser.org

Nanaimo, Community Futures Central Island,
(250) 585-5585, www.cfnanaimo.org

Nelson, Community Futures Central Kootenay,
(250) 352-1933, www.futures.bc.ca

New Aiyansh, Nisga'a Lisims Government,
(250) 666-3000, www.nisgaalisims.ca

Penticton, Community Futures Okanagan – Similkameen,
(250) 493-2566, www.cfokanagan.com

Port Alberni, Nuu Chah Nulth Economic Development
Corporation, (250) 724-3131, www.nedc.info

Port Alberni, Community Futures Alberni – Clayoquot,
(250) 724-1241, www.cfac.ca

Port McNeil, Community Futures Mount Waddington,
(250) 956-2220, www.cfmw.ca

Powell River, Community Futures Powell River,
(604) 485-7901, www.prfutures.ca

Prince George, Community Futures Fraser Fort George,
(250) 562-9622, www.cfdc.bc.ca

Prince Rupert, Community Futures Pacific Northwest,
(250) 622-2332, communityfuturesprincerupert.com

Quesnel, Community Futures North Cariboo,
(250) 992-2322, www.cfquesnel.com

Revelstoke, Community Futures Revelstoke,
(250) 837-5345, www.revelstokecf.com

Salmon Arm, Community Futures Shuswap,
(250) 803-0156, www.futureshuswap.com

Sechelt, Community Futures Sunshine Coast,
(604)-885-2707, www.communityfutures.org

Smithers, Community Futures Nadina - Smithers / Smithers
District Chamber of Commerce,
(250) 847-1389, www.cfnadina.ca

Squamish, Community Futures Howe Sound,
(604) 892-5467, www.cfhowesound.com

Terrace, Community Futures 16/37, (250) 635-5449,
www.1637cfdc.bc.ca

Trail, Community Futures Greater Trail,
(250) 364-2595, www.communityfutures.com

Vancouver, BC Chamber of Commerce, (604) 638-8111,
www.bcchamber.org

Vanderhoof, Community Futures Stuart – Nechacko,
(250) 567-5219, www.cf-sn.ca

Vernon, Community Futures North Okanagan,
(250) 545-2215, www.futuresbc.com

Victoria, Small Business Victoria, (250) 384-2432,
www.businessvictoria.net

Williams Lake, Community Futures Cariboo – Chilcotin,
(250) 392-3626, www.cfdccariboo.com