

## SEPTEMBER & OCTOBER 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

### SEPTEMBER

SEMINAR	DATE	LOCATION
<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. <b>Presented By: Lisa Kember</b>	Wednesday September 8	North York Civic Centre 5100 Yonge St. Committee Room # 4
<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. <b>Presented By: TD Canada Trust, Small Business Banking</b>	Thursday September 9	Toronto City Hall 100 Queen St. West Committee Room # 3
<b>Preparing to Buy a Small Business</b> This seminar looks at the key aspects of buying a small independent business or franchise. It will explain the do's and don'ts of preparing yourself to find a suitable business, assessing its value and risks, negotiating the purchase and having the required funding in place complete the deal. <b>Presented by: Claus Etzler</b>	Tuesday September 21	Scarborough Civic Centre 150 Borough Drive Committee Room # 2
<b>Selling to Different Personality Styles</b> When planning to sell to different personality styles consider the four basic styles people have. Communicating more effectively means we need to understand these styles, how to recognize them and how to use them. We all use these styles. However, we usually have one or two we favour and one that we do not use enough. It is the one we do not use enough that can trip us up with prospective and current clients. <b>Presented By: Michael H. Ballard</b>	Wednesday September 22	North York Civic Centre 5100 Yonge St. Committee Room # 3

### OCTOBER

SEMINAR	DATE	LOCATION
<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>	Tuesday October 5	North York Civic Centre 5100 Yonge St. Enterprise Toronto Head Office
<b>Building a Business by Building Your Network</b> Networking is essential for being a successful entrepreneur. Build confidence, practice networking strategies and learn how to develop relationships to take your business to the next level. Participants leave with an action plan to support their business goals. <b>Presented By Wendy Woods</b>	Thursday October 7	North York Civic Centre 5100 Yonge St. Enterprise Toronto Head Office
<b>Knowing Your Customer to Improve your Sales</b> It is more important than ever to know your customer and their needs. Put yourself in their shoes. Come and discover at least five ways to build and maintain even closer relationships to improve your sales. <b>Presented By: Drew Simmie</b>	Tuesday October 26	Etobicoke Civic Centre 399 The West Mall Main Boardroom
<b>Bigger and Better: Creative Strategies for Building Business Success</b> Creativity and innovation are at the heart of any successful business. As an entrepreneur, it is critical to tap into and expand the unlimited creativity and resourcefulness that lies within. In this dynamic and interactive workshop, certified professional coach, trainer and entrepreneur, Helen Tsotsos, will show you how. <b>Presented by: Helen Tsotsos</b>	Thursday October 28	Toronto City Hall 100 Queen St. West Committee Room # 2

Updated as of: Friday, August 20, 2010

PLEASE TURN OVER....

## SEPTEMBER & OCTOBER 2010

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

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<b>Sales Dogs – You Don't Need to Be an Attack Dog to Be Successful in Sales</b> Everyone can sell, but not everyone sells in the same way. In this session, we will cover the 5 breeds of Sales Dogs in a fun and interactive format. Learn the strengths of your unique selling style and develop strategies that maximize your natural talents, so you can sell your way to success! <b>Presented by: Nicole Jansen</b>	Wednesday September 8	North York Civic Centre 5100 Yonge St. Committee Room # 4
<b>Marketing Tactics you can use</b> Facebook, youtube, direct mail, oh my! What to choose and how to deliver is always a challenge. In this highly interactive session, we'll give you some tips and tricks and share some tales from the trenches approaches on marketing programs that help win hearts, minds and business. <b>Presented by: Mike Leon</b>	Thursday September 9	Toronto City Hall 100 Queen St. West Committee Room # 3
<b>Demystifying Website Development Solutions</b> One important decision of every entrepreneur and business owner is the website development solution they will invest in. This seminar will go through several options that are available to you. From websites that can cost as little as \$25 a month, to websites that can cost up to \$5000 to build. At the end of this seminar, you will make a constructive decision as to what is available to you. <b>Presented By: Monique Macarico</b>	Tuesday September 21	Scarborough Civic Centre 150 Borough Drive Committee Room # 2
<b>Perception is Everything: Smart Branding for Small Business</b> <i>Make your mark..</i> Your identity is the visual expression of your brand promise – abstract, representational, symbols or words, it's how you make your mark in the mind of your customer. How will you evoke an emotional connection? A purchase response? What makes you <i>really</i> stand out? Sue will show you how to make it simple, keep it simple and position yourself for success. <b>Presented By: Sue Faul</b>	Wednesday September 22	North York Civic Centre 5100 Yonge St. Committee Room # 3

### OCTOBER

SEMINAR	DATE	LOCATION
<b>Business Operations Planning</b> This session will take you through useful business planning checklists to help you scale your business up for growth or down for adjusting to changing markets. It will provide you with the necessary tools for reviewing and maintaining ongoing operational issues. <b>Presented by: Vern J. Vautour</b>	Tuesday October 5	North York Civic Centre 5100 Yonge St. Enterprise Toronto Head Office
<b>Canadian Market Research</b> The seminar will focus on an introduction to Canadian Market Research techniques and resources and learning cost-effective strategies to gather the necessary information needed to make sound business decisions. <b>Presented By: Maggie Weaver</b>	Thursday October 7	North York Civic Centre 5100 Yonge St. Enterprise Toronto Head Office
<b>You Worked the Room – Now What?</b> Did you know that 80% of sales are won on the fifth to twelfth contact - yet 48% of all business owners never follow up with prospects beyond the first? Why is that? Join Cheryl as she manages and maximizes your follow up activities to get you past that 1st contact to the 2nd and beyond to the 5th contact where 80% of sales are made. <b>Presented By: Cheryl Scoffield</b>	Tuesday October 26	Etobicoke Civic Centre 399 The West Mall Main Boardroom
<b>Preparing to Buy a Small Business</b> This seminar looks at the key aspects of buying a small independent business or franchise. It will explain the do's and don'ts of preparing yourself to find a suitable business, assessing its value and risks, negotiating the purchase and having the required funding in place complete the deal. <b>Presented by: Claus Etzler</b>	Thursday October 28	Toronto City Hall 100 Queen St. West Committee Room # 2