

E-BUSINESS EVENING SEMINAR SERIES SEPTEMBER 2010

6:00 p.m. – 9:00 p.m. FREE Admission

Register on-line at www.enterprisetoronto.com

OR

If you do not have computer access, please leave a message at (416) 395-7416

*Note we will not be returning calls unless there are cancellations.

** Please check our website 24 hours before date for changes to room numbers

Updated as of: July 28, 2010

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| <p>INTRODUCTION TO E-BUSINESS FOR SME'S (SMALL, MEDIUM ENTERPRISES) E-business is the use of internet technology to facilitate doing business. Small Businesses that are new to the world of e-business will find information and tools that will help them get started. Topics that will be explored; What is e-business, assessing the relevancy and readiness for your business, advantages of investing in e-business, highlighting some legal considerations...and much more. Presented By: Greg Keane</p> | <p>Tuesday September 14</p> | <p>Toronto City Hall 100 Queen St. West, 2nd Floor Committee Room 3</p> |
| <p>E-BUSINESS: GETTING STARTED The web is an interactive tool for finding market research. You can search the web for information about products and services, suppliers, competitors and marketing ideas. This session will provide small business owners knowledge on how to use the web to find valuable business information, advantage using open source software, how to protect and safeguard your business and what to look for when selecting an e-business service provider. Presented By: Greg Keane</p> | <p>Thursday September 16</p> | <p>Toronto City Hall 100 Queen St. West, 2nd Floor Committee Room 2</p> |
| <p>OPERATING YOUR BUSINESS ONLINE Websites can range from very simple information based websites to more complex e-commerce website that are well integrated with your business. Before you establish a website, take a minute to understand the different purposes of a website. This session will guide you on creating a web presence, purchasing, selling online and e-exporting your business activity. Presented By: Greg Keane</p> | <p>Tuesday September 21</p> | <p>Toronto City Hall 100 Queen St. West, 2nd Floor Committee Room 3</p> |
| <p>E-BUSINESS: MARKETING SERIES I Internet marketing refers to strategies to promote your business online. Your online marketing campaign should be part of your overall marketing strategy. This session will focus on using online advertising techniques, traditional low cost marketing, promotional messages, display advertising and how to optimize your search engine for your products or services. Presented By: Jason Calvin</p> | <p>Thursday September 23</p> | <p>Scarborough Civic Centre 150 Borough Dr. Committee Room 1 & 2</p> |
| <p>E-BUSINESS: MARKETING SERIES II Social Media Marketing makes use of social media sites to raise visibility on the internet and to promote products and services. These social sites are useful to build business networks for exchanging ideas and knowledge. This session will introduce your business to use techniques such as blogs, podcast, online videos, message boards and internet auctions and virtual malls. Presented By: Jason Calvin</p> | <p>Monday September 27</p> | <p>Scarborough Civic Centre 150 Borough Dr. Committee Room 1 & 2</p> |
| <p>E-BUSINESS & YOUR CURRENT SYSTEM Designed to inform business owners on advanced technologies to make every day business operations more efficient. You will learn what Voice Over Internet Protocol (VoIP) is and how it works. Also, how to integrate back office processes for e-commerce and finally, Customer Relationship Management for business owners to identify issues in CRM for their business. Presented By: Jason Calvin</p> | <p>Thursday September 30</p> | <p>Scarborough Civic Centre 150 Borough Dr. Committee Room 1 & 2</p> |