

NOVEMBER & DECEMBER 2010

8:00 a.m. – 9:30 a.m. – FREE Admission

Register on-line at: 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

NOVEMBER

SEMINAR	DATE	LOCATION
5 Proven Strategies for Better Business Results In this seminar you will learn to make a greater impact on customers and prospects by increasing your efficiency, reducing costs, maximizing cash flow and tapping into hidden sources of capital. You will come away with proven strategies that you can implement immediately for little or no cost. Presented By: Sera Schipani, TD Canada Trust, Small Business Banking	Tuesday November 9	North York Civic Centre 5100 Yonge St. Committee Room # 3
The Power of Email and Social Media 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. Presented By: Lisa Kember	Wednesday November 10	Toronto City Hall 100 Queen St. West Committee Room # 3
Building a Business by Building Your Network 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. Presented By Wendy Woods	Tuesday November 23	Scarborough Civic Centre 150 Borough Drive Committee Room # 2
Selling to Different Personality Styles 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. Presented By: Michael H. Ballard	Thursday November 25	North York Civic Centre 5100 Yonge St. Committee Room # 4

DECEMBER

SEMINAR	DATE	LOCATION
Bigger and Better: Creative Strategies for Building Business Success 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. Presented by: Helen Tsotsos	Tuesday December 7	North York Civic Centre 5100 Yonge St. Committee Room # 4
Knowing Your Customer to Improve your Sales 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. Presented By: Drew Simmie	Wednesday December 8	Etobicoke Civic Centre 399 The West Mall Council Chambers

Updated as of: Tuesday, October 5, 2010

PLEASE TURN OVER....

NOVEMBER & DECEMBER 2010

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

Register on-line at: 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

NOVEMBER

SEMINAR	DATE	LOCATION
Marketing Tactics You Can Use 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. Presented by: Mike Leon	Tuesday November 9	North York Civic Centre 5100 Yonge St. Committee Room # 3
Sales Dogs – You Don't Need to Be an Attack Dog to Be Successful in Sales 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! Presented by: Nicole Jansen	Wednesday November 10	Toronto City Hall 100 Queen St. West Committee Room # 3
You Worked the Room – Now What? 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. Presented By: Cheryl Scoffield	Tuesday November 23	Scarborough Civic Centre 150 Borough Drive Committee Room # 2
Business Operations Planning 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. Presented by: Vern J. Vautour	Thursday November 25	North York Civic Centre 5100 Yonge St. Committee Room # 4

DECEMBER

SEMINAR	DATE	LOCATION
How to Market Your Business in the Changing World of Media The changing world of media has created a new kind of customer: on the go, hard to reach, harder to sell. To get found, you need to be where they're looking. Platforms like blogging, Facebook, Twitter and mobile are changing the way people connect with information and how you should be marketing your business. In this how-to session, Yellow Pages Group will share practical tips to help your business get found by people who are ready to buy from you, wherever they're searching. Presented By: Yellow Pages Group	Wednesday December 1	Toronto City Hall 100 Queen St. West Committee Room # 4
Perception is Everything: Smart Branding for Small Business <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. Presented By: Sue Faul	Tuesday December 7	North York Civic Centre 5100 Yonge St. Committee Room # 4
Canadian Market Research 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. Presented By: Maggie Weaver	Wednesday December 8	Etobicoke Civic Centre 399 The West Mall Council Chambers