

Workshop Schedule Spring 2010



Workshop Schedule Period:
May 1st – August 31st, 2010

Phone (250) 562-9622 * www.cfdc.bc.ca
“Growing Communities one idea at a time”

May 2010

May 3rd, 5th & 6th (Mon, Wed and Thurs) – Bookkeeping Fundamentals

Even if you've hired a bookkeeper, this course will teach you what to keep your eye on and how to understand the importance of keeping good books. Overviews of manual record keeping, GST, PST, and Revenue Canada requirements will be covered. This is a three evening workshop and attendance at all 3 sessions is required. **Please bring a calculator to class.**

Facilitator: Lily Bachand
Venue: Community Futures Training Room
Time: 6:30 pm – 9:30 pm

Sponsored by the Self Employment Program

May 17th (Mon) – Processes for an Easy Month & Year End

As soon as you start your business you need to implement processes that will assist you at year-end when filling out your tax return. In this workshop you will learn step by step what processes you need to set up. This workshop will also give you valuable time and money saving tips.

Facilitator: Lily Bachand
Venue: Community Futures Training Room
Time: 6:30 pm – 9:30 pm

Sponsored by the Self Employment Program

May 19th (Wed) – No Box Marketing

This three-hour interactive session will explore “outside the box” methods of marketing with unique, cost effective or even free ways to promote your business, get publicity, and sell and advertise your product or service. Exercises will include: an overview of marketing and its sub-categories; identifying opportunities; real, local case studies; individual and group projects; analysis of appropriate business marketing; and an open brainstorming forum discussing all things marketing.

Facilitator: Bill Ollinger
Venue: Community Futures Training Room
Time: 6:30 pm – 9:30 pm

Sponsored by the Self Employment Program

May 26th (Wed) – Public Speaking

Do you “FREEZE” when asked to speak in public? Learn the tips and tricks of public speaking. As an entrepreneur your public speaking skills could be the difference between good customer service and getting the sale. This will be a fun and relaxed environment and will be a positive carry over into your business and personal life. This workshop will equip you to be prepared for many public speaking situations. **Register Early! Only 18 Seats Available!**

Facilitator: Joanne Shaw

Venue: Community Futures Training Room

Time: 6:30 pm – 9:30 pm

Sponsored by the Self Employment Program

June 2010

June 7th & 14th (Mon) – World Class Sales (extended to 2 nights)

Need to get the fear out of selling? Want to take your game to the next level?

Whether you are new to sales or have experience, this 2-night series will challenge you to build on your current level of understanding. The first night will focus on breaking down the sales process into a people-friendly, step by step approach. The second night includes brainstorming the mechanics of sales, specific to your business.

Join us, as we work on real-world language and processes tailored to your situation!

Facilitator: Mike Grounds
Venue: Community Futures Training Room
Time: 6:30 pm – 9:30 pm

Sponsored by the Self Employment Program

June 17th (Thurs) – Bridging the Generation Divide

Have you heard about Generation Y and the different way these young people view the world of work? Young people today have workplace values and expectations that are challenging employers across all industries. At the same time, youth employees have a tremendous wealth of skills and abilities to contribute to the labour market and therefore have the ability to be very valuable employees. This workshop is for employers, Generation Y individuals, services providers, college or university graduates or organizations that work with youth in a volunteer capacity or deal with youth clients.

Facilitator: Shirly Prokopchuk
Venue: Community Futures Training Room
Time: 6:30 pm – 9:30 pm

Workshop Fee: \$45.00 – Seating is limited!

June 23rd (Wed) – Credit Workshop

New Workshop!

The purpose of this workshop is to provide information and understanding about how credit decisions are made, lender motivation (what a lender is looking for), credit reports and how to recover from bad credit. The information will enable the participant to more effectively create successful credit applications.

Facilitator: Anna Marie Spooner
Venue: Community Futures Training Room
Time: 6:30 pm – 9:30 pm

Workshop Fee: \$25.00 – Seating is limited!

July 2010

July 8th (Thurs) – E-Business Basics

In this non-technical workshop you will learn what E-business is and ways to sell your products and services through the Internet, selling from your own shopping cart, selling through other websites, affiliate marketing & do-it-yourself and various outsourcing options. You will review various marketing methods to increase traffic to your website, including how to build content and publish an electronic newsletter. By the end of the workshop you will assess whether e-business is appropriate for you and identify different ways to use the Internet in your business.

Facilitator: Dan Boudreau

Venue: Community Futures Training Room

Time: 6:30 pm to 9:30 pm

Sponsored by the Self Employment Program

July 19th (Mon) – Two workshops in one:

Healthy Finances for Business Owners

Learn how you can take financial control over “non-controllable events” and manage the risks that can permanently destroy your financial future. This seminar will show you how to structure & build a solid financial base, so you can stay focused on your business.

Investing in Your Retirement

It is important for business owners to create a financial retirement plan for your future and it is never too early to start saving. In this seminar you will learn about the steps you can take for a better retirement. Various investment options, as well as long-term care will be discussed.

Facilitator: Linda Rempel

Venue: Community Futures Training Room

Time: 6:30 pm – 9:30 pm

Sponsored by the Self Employment Program

July 21st (Wed) – Designing Flyers and Brochures

This workshop is an informative hands-on approach to creating your own brochures and flyers. Topics include the purpose of brochures, useful design elements, practical tips on production and distribution expenses, print shop considerations and assessment of personal skills and resources. Participants are encouraged to bring their own materials and ideas to develop during the workshop. Bring samples of what you have now!

Facilitator: Glenn Singleton

Venue: Community Futures Training Room

Time: 6:30 pm to 9:30 pm

Sponsored by the Self Employment Program

August 2010

Aug 11th (Wed) – When the Funding Ends

The purpose of this workshop is to reflect on the past year in business, at work or in general, and to create an action plan for the coming year. The session will provide entrepreneurs with an opportunity to assess their achievements, successes, failures, strengths and weaknesses. Learners will discuss their current situation, identify innovations and assess where to go from here. Participants will prioritize their challenges, set goals & develop an action plan for the future. You will leave with a focus on solutions and a clearer idea of your next steps.

*****Mandatory workshop for SEB Clients who currently have 3 months or less of SEB Benefits remaining.**

Facilitator: Charles Scott

Venue: Community Futures Training Room

Time: 6:30 pm – 9:30 pm

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Aug 18th (Wed) – Building a Better Business Card

The business card is one of the most underutilized marketing tools in business today. This workshop will provide you with an in-depth analysis of business cards, the 5 W's, where to buy your business cards and have a hands-on experience creating your perfect business card. You can expect to leave this workshop with a better understanding of how to make your business card really work for you.

Facilitator: Bill Ollinger

Venue: Community Futures Training Room

Time: 6:30 pm – 9:30 pm

Sponsored by the Self Employment Program

Aug 23rd (Mon) - Get Results with Trade Show Displays

Get the most out of your tradeshow experience by learning the elements involved in putting together an effective tradeshow display. This includes what shows to attend, what materials to display and what kinds of follow up needed. This seminar will cover all the essentials to help turn tradeshow contacts into sales. The workshop is facilitated by Reneé McCloskey who has worked in marketing and communications in Prince George for close to 15 years.

Facilitator: Reneé McCloskey
Venue: Community Futures Training Room
Time: 6:30 pm – 9:30 pm

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All workshops will be held in the Community Futures Fraser Fort George Training Room at 1566 Seventh Avenue unless otherwise indicated. Workshops that indicate two or three dates are presented in a sequential format.