

## Tuesday, October 8, 2024

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### HRC Small Business Growth Series- You Are Remarkable: Telling Your Story, Building Your Brand

Date and Time: Tuesday, October 8 8:00 am - 10:00 am

Address: 28 Ann Street, Bolton Ontario L7E 1B9. In the Humber River Centre (2nd floor)

Experience the Small Business Growth Series hosted by the Town of Caledon's Humber River Centre! Each session is guided by industry professionals committed to delivering practical and relevant content to help support your business at any stage of growth.

Do you overthink the way you introduce yourself, in person and online?

Do you freeze up when you need to fill out yet another profile page, on your website, in proposals, or on social media?

Is it easy to talk about how awesome your clients or colleagues are, but so hard to find awesome things to say about yourself or your business?

Are you tired of hearing about your USP and Elevator Pitch?

In this 90-minute in-person seminar, Natalie will walk us through her process for telling your story in the context of running your business.

Learn how to take stock of why and how you do what you do, your values, and the path that led you here, to craft a Mission Statement and Brand Promise, and to weave it all together to reach exactly the people you most want to work with.

By the end, you'll have a practical toolkit to help you:

- Tell your own unique story.
- Adapt your story to different platforms and mediums
- Make yourself memorable in your networking
- Reach out to people and develop your communities

#### Speaker Bio:

Natalie Wichrowski is a freelance writer, copywriter and storyteller who specializes in website copy, sales copy and brand development.

She draws on a decades-long career of customer service and small business ownership, and a lifelong obsession with wordcraft, to help small business owners, professionals, freelancers and “solopreneurs” develop their brands, tell their stories, and expand their reach and clientele.

“Communication and connection is at the heart of everything I do.”

[Register Here](#)

*While these events are free, pre-registration is required, and space is limited.*

## Thursday, October 17, 2024

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### HRC Small Business Growth Series- Grow Your Business: Draw in More Customers with Low Cost

Date and Time: Thursday, October 17 8:30 am - 10:00 am

Address: 28 Ann Street, Bolton Ontario L7E 1B9. In the Humber River Centre (2nd floor)

Experience the Small Business Growth Series hosted by the Town of Caledon's Humber River Centre! Each session is guided by industry professionals committed to delivering practical and relevant content to help support your business at any stage of growth.

Transform your small business into a customer magnet! Join us for a powerful keynote where you'll uncover strategies to stand out from the competition, attract loyal customers, and boost your brand's visibility—all without breaking the bank. This session will provide you with actionable insights and proven techniques that can elevate your business to the next level. Don't miss this opportunity to gain the tools and knowledge needed to grow your brand and increase your bottom line!

#### Speaker Bio:

Parveen Dhupar is one of the world's premier speakers on branding, leadership and personal mastery. He has the rare ability to electrify an audience and deliver useful insights that lead to personal and business transformational change through his customized keynotes.

For over 30 years, Parveen has been innovating the brand experience for his global and local client partners and consumers alike. When it comes to branding and positivity, people describe him as a "leading expert". He prefers "lifetime learner" as he is never comfortable with what he knows today and is on the quest for continuous mastery.

[Register Here](#)

*While these events are free, pre-registration is required, and space is limited.*

### Barcodes and Beyond: What You Need to be Market-Ready for Import & Export

Date and Time: Thursday, October 17 10:00 am - 11:00 am

Address: Virtual

For anyone developing a product line, there are so many questions about what to do. From regulatory requirements

ents to best practices, from barcodes to beyond, this webinar will teach you what you need to take your product to market, whether it's your local store or traded internationally.

What you will learn:

- What do I need to consider to ensure my product is market-ready?
- Why do I need a barcode? What is required to get started?
- I want to export my product. What do I need to do?
- What other services should I be considering for the development of my product(s)?

### **Speaker Bio:**

Alain Picard is an Advisor with the Community Engagement team at GS1 Canada, which was created in early 2022 with the main objective of supporting small businesses and entrepreneurs to get their products to market quickly and efficiently.

Part of his mandate is to work closely with various trade, economic and educational associations and institutes to support, educate and familiarize their members and/or clients with GS1 Global Standards, emphasizing the importance of minimizing start-up and scale-up hurdles along the way. As a previous business owner in Wholesale Packaging & Distribution, Alain Picard truly enjoys sharing his experience and building relationships.

## **Tuesday, October 22, 2024**

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### **Brampton Enterprise Centre: Fire Side Chat**

Date and Time: Tuesday, October 22 11:30 am - 1:30 pm

Address: 41 George Street South Brampton, ON L6Y 2E1

In this relaxed and intimate setting, our moderator will guide a lively conversation with one another, delving into their personal journeys, challenges, and triumphs. This is your chance to gain firsthand insights and practical advice from those who have navigated the ups and downs of running a small business. Expect candid discussions, inspiring stories, and actionable tips that can help you on your own entrepreneurial path. Don't miss this opportunity to learn from and connect with local entrepreneurs in a warm and interactive environment!

[Register Here](#)

### **Intro to Canva**

Date and Time: Tuesday, October 22 1:00 pm - 3:00 pm

Address: Mel Lloyd Centre, 167 Centre Street, Entrance E, Shelburne, ON

Canva is an online graphic design tool that makes it easy to design effective and creative promotional materials for your business. During this workshop, participants will learn how to create a professional brand and eye-catching social media graphics that will wow your target audience and boost engagement. The easy-to-follow instructions will give you the confidence to leverage this powerful tool. You won't believe how fun and easy it is!

This workshop will be offered virtually. Participants are invited to attend in person and utilize the computers at the Shelburne Employment Resource Centre if desired.

## Registration Options

- Pre-registration is required to receive participation details.

### The Orangeville and Area SBEC Presents: Into to Canva

Date and Time: Tuesday, October 22 1:00 pm - 3:00 pm

Address: Mel Lloyd Centre, 167 Centre Street, Entrance E, Shelburne, ON

Canva is an online graphic design tool that makes it easy to design effective and creative promotional materials for your business. During this workshop, participants will learn how to create a professional brand and eye-catching social media graphics that will wow your target audience and boost engagement. The easy-to-follow instructions will give you the confidence to leverage this powerful tool. You won't believe how fun and easy it is!

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## Wednesday, October 23, 2024

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### Business Model Canvas

Date and Time: Wednesday, October 23 10:00 am - 11:00 am

Address: 41 George Street South Brampton, ON L6Y 2E1

The **Business Model Canvas** is a strategic management tool that lets you visualize and assess your business idea or concept. It's a one-page document containing nine boxes that represent different fundamental elements of a business.

A business model is simply a plan describing how a business intends to make money. It explains who your customer base is and how you deliver value (product/service) to them and the related details of financing. And the business model canvas lets you define these different components on a single page. It is an effective jumping off point for a complete business plan.

In this workshop you will learn about the canvas and its components and create a first draft of your Value Proposition, a simple statement that summarizes why a customer should choose a product or service. It conveys the unique benefits, features, and value that the product or service provides, differentiating it from competitors.

[Register Here](#)

## Thursday, October 24, 2024

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# Entrepreneurs Connect: Creating Your Financial Roadmap: Why Succession Planning Should Start Now

Date and Time: Thursday, October 24 6:30 pm - 9:00 pm

Address: 41 George Street South Brampton, ON L6Y 2E1

MNP is a leading national accounting, tax and business consulting firm that is truly made in Canada with offices in communities across the country. MNP supports small businesses as they grow and innovate, and helps business owners adapt and succeed in a dynamic business environment. The Business Insights section on MNP's website provides timely advice and practical solutions to help you navigate your business journey. Visit [MNP.ca](https://mnp.ca) to learn more and subscribe to the [MNP Business Insights Newsletter](#).

*This seminar is designed solely for informational purposes. Unfortunately, we cannot offer tailored advice regarding your individual business. For personalized guidance, we recommend reaching out to your accountant to delve into specific details pertaining to your situation.*

*Please note that seminar resources, including the slide deck, will only be made available to participants who attend the event. These materials will not be distributed to those who do not attend.*

[Register Here](#)

<https://calendar.caledonbusiness.ca>