



FEBRUARY 2019 WORKSHOPS

Location: EPIC Genesis Entrepreneurship Centre
St. Clair College Main Campus, Room SC128

*****All workshops are FREE. Everyone welcome. Registration required.*****

TO REGISTER visit: www.stclaircollege.ca/genesis

NEW TO CANADA? 5 THINGS YOU NEED TO KNOW ABOUT INCOME TAXES

Monday February 4, 1pm-2pm

For students, individuals, families and self-employed. Learn about: how Canada's tax system works, what is an Income Tax Return, why you should file an Income Tax Return, what benefits you are entitled to, and how to File an Income Tax Return. Presented by [Fredrick & Associates Accounting and Tax Professionals](#).

THE BASICS OF STARTING A SMALL BUSINESS

Tuesday February 5, 3pm-4pm

Have an idea, and want to start your own small business, but you aren't sure where to start? Find out how to register your business, different business structures, what expenses you need to keep track of and how to do it, financing options, government support programs, and free services available to you.

BRANDING FOR SUCCESS

Wednesday February 6, 4:30pm-5:30pm

Whether you're just getting started on the road to building your business, or you're a seasoned pro, learn actionable steps to take the guesswork out of what makes a memorable brand, and how you can start putting them into practice today. Presented by [David Jacob Duke](#).

NEW TO CANADA? 5 THINGS YOU NEED TO KNOW ABOUT INCOME TAXES

Thursday February 7, 10:30am-11:30am

For students, individuals, families and self-employed. Learn about: how Canada's tax system works, what is an Income Tax Return, why you should file an Income Tax Return, what benefits you are entitled to, and how to File an Income Tax Return. Presented by [Fredrick & Associates Accounting and Tax Professionals](#).

DESIGN THINKING FOR BEGINNERS

Friday February 8, 11:30am-12:30pm

Change your mindset - about challenges and problem solving - and about creating something new! Build your creative confidence and learn how to innovate using a proven Design Thinking process using the globally recognized [IDEO](#), [Standford d.school](#) Design Thinking method.

5 STEPS TO BUILDING AN EFFECTIVE WEBSITE

Tuesday February 12, 10am-11am

Whether you're starting from scratch or have an existing site on the web, you need to understand the fundamentals of a successful website. Presented by [Sebastian Agosta](#).

INTRO TO E-COMMERCE

Wednesday February 13, 10:30am-11:30am

Aspiring and established e-commerce entrepreneurs will be given a walk-through of the strategies and tactics necessary to launch and grow a successful e-commerce business. Learn the elements it takes to run a successful e-commerce business, from how to drive traffic to an e-commerce site, how to make visitors buy your product, and everything else that needs to happen behind the scenes to run a successful e-commerce business. Presented by: [DzAani](#).

FREE TAX HELP FOR YOUR SMALL BUSINESS

Wednesday February 13, 3:30-4:30pm

For potential start-ups and newer small businesses. During this seminar, a CRA (Canada Revenue Agency) Liaison Officer will: Explain common tax errors • Demonstrate how to use financial benchmarks for relevant industries • Provide information on the CRA's services • Explain general bookkeeping concepts and best practices.

SIMPLIFY – HOW THE BEST BUSINESSES IN THE WORLD SUCCEED

Thursday February 14, 11:00am-12:00pm

Based on the work of [Richard Koch and Greg Lockwood](#), in this workshop learn how some of the best businesses in the world found success by either simplifying their price point or simplifying their value proposition. Presented by Darrell Baldock, founder of [Lean Canadian](#).

THE BASICS OF STARTING A SMALL BUSINESS

Wednesday February 20, 2pm-3pm

Have an idea, and want to start your own small business, but you aren't sure where to start? Find out how to register your business, different business structures, what expenses you need to keep track of and how to do it, financing options, government support programs, and free services available to you.

ENTREPRENEURSHIP FOR INTERNATIONAL STUDENTS

Tuesday February 26, 2pm-3pm

Get answers to: While I am a student, can I start a business in Canada? Can a family member back home own a business in Canada? Can I work for the business? Learn about these, and immigration considerations and strategies for students and graduates who want to start a business or be self-employed in Canada.

Presented by: Laura Stairs, J.D., [Shibley Righton LLP](#).

NEW TO CANADA? 5 THINGS YOU NEED TO KNOW ABOUT INCOME TAXES

Thursday February 28, 4:30pm-5:30pm

For students, individuals, families and self-employed. Learn about: how Canada's tax system works, what is an Income Tax Return, why you should file an Income Tax Return, what benefits you are entitled to, and how to File an Income Tax Return. Presented by [Fredrick & Associates Accounting and Tax Professionals](#).