

## Wednesday, April 1, 2020

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### **\*\*CANCELLED\*\* Food Safety Training & Certification**

Date and Time: Wednesday, April 1 9:00 am - 4:30 pm

Address: Regional Municipality of Durham Headquarters - Room 1G, 605 Rossland Road East, Whitby

One out of three Canadians will get sick from food this year. The cause is often mistakes made by food industry workers, who are responsible for preventing these illnesses. Education is an effective way to prevent illness.

A one-day course is taught by a public health inspector. A written exam is taken at the end of the course. Participants who pass the exam will get a Food Safety Training Certificate and laminated wallet card.

[Course details, registration and payment details.](#)

### **Digital Health Canada: Virtual Care Strategies Mental Health Issues In Response To COVID-19 and Other Moments of Crisis**

Date and Time: Wednesday, April 1 12:00 pm - 1:00 pm

Address: Webinar

\*Webinar Wednesdays, a popular benefit reserved for Digital Health Canada members, will be made available to everyone for viewing and download while we share digital health solutions to the COVID-19 pandemic.\*

### **Facing the COVID-19 challenge: How to keep your business and teams safe**

Date and Time: Wednesday, April 1 12:00 pm - 1:00 pm

Address: Webinar

The novel coronavirus, or COVID-19, has rocked the globe the past few months, and it is now tightening its grip on North America.

As efforts ramp up to keep the virus from spreading, Canadian manufacturers need to ensure business continuity and financial security while focusing on the safety of their employees. To that end, Canadian Manufacturing, Plant, and Electronic Products and Technology magazines are presenting a special webinar to address key issues relating to COVID-19, including:

- Addressing financial and liquidity concerns.
- Managing with reduced staff.
- Managing sudden operational slowdowns or closures.
- Initiating an effective communication plan.

- Raising cleanliness on the plant floor to a higher level.
- Equipping managers and workers with appropriate personal protective equipment.
- Practising social distancing in tight work environments.

These are some of the issues we will explore Wednesday, April 1, at 12 pm, when we bring together Steve Loftus, president of Barrie, Ont., manufacturer Innovative Automation, and Dennis Darby, president and CEO of Canadian Manufacturers and Exporters, to share COVID-19 strategies.

## Business Plan Masterclass (Webinar)

Date and Time: Wednesday, April 1 1:00 pm - 3:30 pm

Address: Webinar

Are you already in business and wanting to put together your business plan for growth or financing options?

This hands on masterclass will take you through the steps of writing your business plan and financial projections. A business plan and financial forecasts are needed when applying for loans and funds and to provide clarity and direction in a business owner's journey.

This masterclass is for businesses who want hands-on help writing their own business plan. We will go through all the sections in the business plan as well as the cash flow document.

FAQs

We will send you a ZOOM link to register for this Masterclass

A business plan & cashflow template will be sent to you upon registration. Please do not use the original copy of these templates. Do download and save a new copy to your computer.

## City of Oshawa to host a telephone Town Hall for businesses

Date and Time: Wednesday, April 1 1:30 pm - 2:30 pm

Address: Phone Call

The Oshawa business community is invited to join Oshawa Mayor Dan Carter and Chair of the Development Services Committee, Councillor Tito-Dante Marimpietri, for a telephone town hall to discuss COVID-19 impacts to the local business community.

The telephone town hall will take place on Wednesday, April 1 from 1:30 p.m. to 2:30 p.m. Local businesses can join the call by dialing 1-800-380-7661.

## BACD Start Up Session

Date and Time: Wednesday, April 1 3:00 pm - 4:30 pm

Address: Virtual Session

Starting a business is hard and that's where we come in. Our mission is clear – we are here to help you Achieve Business Success. We have the resources for small businesses to grow. We help you build the action steps necessary.

BACD's Business Fundamentals series includes the Start up Session as well as Marketing & Sales, Business Planning and Finance & Operations. The Start Up Session is held weekly and the other 3 are all held every month rotating between morning, afternoon and evening sessions.

These sessions are ideal for budding entrepreneurs and those considering opening their own small business and a great place for you to start exploring the fundamentals of starting a business.

These are in a seminar format held in our boardroom. Most times there are at least 10 – 20 people in each session. They are a group of like minded people that all have many questions about starting a business. It is also a great start to making contacts for your business. This session is presented by BACD's advisors who have all been entrepreneurs themselves.

**Start Up Session:**

This session gives an overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and helps you get the steps needed to start successfully and on track to growing.

We will go through our Start Up Checklist and cover:

- The Business Idea and business model
- Validating your business idea through market research
- Business Registration
- Business Structures to consider
- Licenses and Permits
- HST requirements
- Start up funding
- Business Insurance
- Capital, Grants and Funding
- Name and Brand considerations

## Thursday, April 2, 2020

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### eCommerce 101: What, why, and how

Date and Time: Thursday, April 2 10:00 am - 12:00 pm

Address: Webinar

#### Event Description

Join us online for an E-commerce webinar, to help business owners with the basic concepts of setting up an online shop. We will go over the steps required before launching a store to assist with the basic foundations and necessary steps you need to start selling online.

#### Specifically what you will learn:

- What is E-Commerce, what platforms are available, and how to pick the right one.
- The benefits of selling online, and the importance of E-commerce.
- How E-Commerce works, how & where to purchase, pricing and starting off with the purchase of a domain.
- How inventory management is valuable to E-commerce, the importance of Inventory management, choosing the right solution, and POS for both in-store and online.
- Optimizing your site, choosing the right themes (Free vs Paid vs Custom), overall content of website, image optimization, and SEO basics.
- We will look at Security Payments and Shipping including what payment processing options to choose, the various shipping options & costs and dig deeper into conversion tools
- Look at the basics of driving traffic and boost sales using social media advertising.

Join us to learn what eCommerce is, why you should consider it for your business, and how you can easily get started.

### Happiness in Times of Crisis (Canadian Club of Toronto)

Date and Time: Thursday, April 2 12:00 pm - 1:00 pm

Address: Webinar

Mental Health was a key focus for Canadian organizations before COVID-19 hit. Now, new challenges have emerged: those with pre-existing mental health issues may be separated from their support system and in circumstances that make symptoms more acute. Those without prior issues may be experiencing anxiety and depression for the first time.

### Why & How to Get Your Business Ready For Online Selling

Date and Time: Thursday, April 2 1:00 pm - 2:00 pm

## Address: Webinar

We are currently in a unique situation globally. While many businesses have had to permanently close their doors, many are uncertain of when or if they'll be able to reopen anytime soon.

Whether you are a traditional brick & mortar retail business or a supplier relying on traditional channels to be found there is an opportunity to pivot and thrive into the future.

So how do we build, run and manage an online business if we don't currently have one or we have one that isn't moving?

This webinar is going to show you WHY this is an absolute necessity for your business future and HOW to create it, with a plan of action!

By attending you'll get:

- An understanding of the future of eCommerce & why that matters for your business (no matter the industry).
- A clear and concise list of tools that work for bringing a business online quickly and effectively.
- An understanding of the two main eCommerce platforms, their pricing and unique attributes to make an informed decision.
- A list of the key foundations for any successful online business.
- A plan of action to take forward to continue to implement these strategies and build eCommerce options into an already existing business model.

About the Presenter



Melissa loves helping entrepreneurs get online and discover new ways to do this, in ways that fit their business needs.

For the last 5 years she has worked for and with Shopify (the world's leading eCommerce platform) to help businesses big and small create websites that are well-oiled selling machines that also speak to the needs, values, and desires of their customers and clientele.

Melissa works with clients in a variety of ways, either through 1:1 training sessions for DIY-ers, group training, and programs, as well as building website for those who want it done well and want it done quickly.

Melissa's main goal is that every client walks away confident in their website and also themselves so that they can train and manage it on their own, without relying on ongoing maintenance services.

## Canadian Construction Association: Navigating COVID-19: Economic update - What you need to watch, as the outbreak continues to unfold

Date and Time: Thursday, April 2 2:00 pm - 3:00 pm

Address: Webinar

In partnership with Export Development Canada

COVID-19 has affected every industry around the world and the effects of the pandemic on the global and local economy are still largely playing out. In order to prepare for the future, it is critical to have an evidence-based outlook of the current situation so we can effectively navigate through what lies ahead.

Join us for our CONnected webinar on Thursday, April 2, 2020 as we explore:

- Taking stock of the current economic situation
- What will be the signs that things continue to get worse – or that they are getting better?
- How much is the construction industry likely to contract and how quickly is it likely to recover?
- What is the approach that federal and provincial governments are taking?

Expert presenter:

Peter Hall, Vice-President and Chief Economist, Export Development Canada

## Friday, April 3, 2020

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### Downtown Whitby Java Jolt (Whitby Chamber of Commerce)

Date and Time: Friday, April 3 8:30 am - 9:30 am

Address: Webinar

Every other Friday, the Whitby Chamber of Commerce (WCC) facilitates member-driven Java Jolt gatherings. Java Jolts bring together local business people and professionals to discuss common challenges, build supportive networks and mastermind approaches that boost results. Java Jolts have been moved online! Thank you to our Java Jolt facilitators, Michelle Palma from PFSL Investments and Nicolee Evans from Element Mortgage Group, for organizing these on Zoom each week! Join the Java Jolt Facebook Group for more details. <https://www.facebook.com/groups/javajolt/?ref=bookmarks>

### Ajax-Pickering Board of Trade: COVID-19 Emergency – Your Cashflow and Preparing to apply for Federal Government Programs

Date and Time: Friday, April 3 9:30 am - 10:30 am

Address: Webinar

During this COVID-19 emergency there are announcements and updates on the support efforts happening everyday. Join us on Friday April 3 at 9:30 a.m. for this FREE webinar as we work through options available to you during this emergency period, including:

- Updated Federal Government programs (Note: Not all details will be known by Friday)
- Provincial Government programs
- Utility company programs
- Bank programs
- Support from the BACD

These topics will be discussed at a high level and we will have some subject matter experts on the line to answer specific questions.

This is an opportunity to review the cashflow options that we have identified, discuss what is known about the government programs and how you can prepare to apply for the different programs.

Future webinars will be identified during this session, that will allow further detailed discussions, based on your needs.

**Please let us know if you are interested in any of these possible future webinars including:**

- Determining What Federal program to apply for in your situation

- How to apply for the programs
- Driving new revenue during the quarantine period
- Projects and changes now, to prepare for post quarantine return to business

Please let us know if there is anything else that we should be discussing during future webinars.

**Presenter:** Stephen Parrott, Partner, **Focus Management**

**Experts:**

Mohamed Bachani, President & C.E.O, **Unique Accounting Services**

Aneesa Haniff, Senior Economic Development Officer, **City of Pickering**

Corette Miller, C.E.O, **newInitiatives HR**

Andrew Poray, Sr. Economic Development Officer, **Town of Ajax**

Michelle Read, Small Business Advisor, **AWCCU Financial**

Sonia Salomone, Manager Business Development, **Regional Municipality of Durham**

## **Whitby Economic Development Webinar: Securing and Protecting Your Company While Working Remotely**

**Date and Time:** Friday, April 3 10:30 am - 11:30 am

**Address:** Webinar

In this session, we'll review the essentials of practicing secure digital hygiene while operating remotely. Learn about the risks that the increased attack surface poses, and discover how to continue operating effectively without compromising your company's cybersecurity.

Topics we'll cover:

- Connecting securely to corporate resources
- Multi-factor authentication to corporate and cloud applications
- Detecting and remediating security events
- The top risks of connecting from home

This session will be led by **Paul Cleary, Manager Partner and President of Horn IT Solutions** in Whitby.

**Time:** 10:30 am - 11:30 am

**Date :** Friday, April 3, 2020

**Location:** [Zoom Call](#)

## About the Speaker:

Paul Cleary is a senior information technology executive with over 30 years of experience. He is a founding partner of Horn IT Solutions Inc., providing information technology services (IT) to mid-market companies in the Greater Toronto Area and beyond. Horn IT provides IT Managed Services, Data Backup, Data Centre and Cloud, System Integration, Software Development, and Project Management. His clients come from many sectors including banking and financial services, healthcare, manufacturing, government and education.

**Please respond to [ecdev@whitby.ca](mailto:ecdev@whitby.ca) if you are interested in attending this webinar by 10:00 am on Friday, April 3.**

## Shopify Presents: Offline to Online

Date and Time: Friday, April 3 11:00 am - 1:00 pm

Address: Webinar

In partnership with Digital Main Street, Shopify is pleased to bring you an educational session covering how to get started with an online business. The session will start at 11am EST, and we have up to two hours for business coaching and advice. Bring any business problems or questions you want to discuss and we would be happy to help you navigate a path forward!

This session is geared towards helping businesses get set up to sell online for the first time. We'll cover e-commerce basics like how to set up your store, list your first products, take payment, and ship items to your customers! Bring any questions that you may have to the session and Tim will be happy to help you navigate the best path forward.

Feel free to invite others to this event by forwarding them the event link.

### Specifically what you will learn:

- How to get started on Shopify
- Answers to burning questions regarding eCommerce
- How Shopify can help your business transition from offline to online

Join us to learn how you can easily get started on Shopify for your business today.

### Speaker Bio

Tim Wang leads Shopify's Toronto Community Engagement team. His team works with merchants in order to help them get set up and selling online, easing the transition from brick 'n' mortar to a digitized storefront. Shopify's goal is to help make entrepreneurship better, for everyone. They work with people who are just thinking about becoming online merchants, as well as established businesses on their platform in order to help them be more successful.

Prior to leading Toronto's community engagement efforts, Tim spent two years at Shopify working with enterpr

ise-level merchants, on the Shopify Plus platform. Tim worked with clients to help grow their businesses, engaging in coaching, marketing strategy, and business operations consulting.

## **COVID-19 Live Webinar - A Strategic Approach for Tourism - Central Counties**

Date and Time: Friday, April 3 11:00 am - 12:00 pm

Address: Webinar

Join Central Counties Tourism and Brockville Tourism for a webinar on COVID -19:

- Strategies
- Resilience
- Opportunities
- Diversifying
- Tourism Development & Recovery Funding

Presenter, Katherine Hobbs, Brockville Tourism

Webinar registrants will receive login instructions and a ZOOM link emailed to them in advance of the webinar. \*\*Please ensure you have added Central Counties Tourism to your "safe sender" list.

## **Webinar: How Cyber Secure is your home?**

Date and Time: Friday, April 3 12:00 pm - 1:00 pm

Address: Webinar

We know that you're all working remotely. This means that you and your family are working, playing and socializing online.

It's time to create a cyberthreat-free environment at home!

Join us as we share tips on how to secure your home, data, network, devices and other critical applications while working from home.

## **Cask and Comedy**

Date and Time: Friday, April 3 7:00 pm - 9:00 pm

Address: Downtown Whitby

The Downtown Whitby BIA is excited to announce our newest event, Cask and Comedy!

DETAILS:

19+ event. Valid ID required for entry.

Friday, April 3

Gangster Cheese

7:00 p.m. - 9:00 p.m.

\$35

Saturday, April 4



Brock St. Espresso  
7:00 p.m. - 9:00 p.m.  
\$25

Tickets include admission, two live comedy shows, Town Brewery casks samplings & appetizers.

To purchase tickets, visit [www.whitbybia.org](http://www.whitbybia.org).

## Saturday, April 4, 2020

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### Cask and Comedy

Date and Time: Saturday, April 4 7:00 pm - 9:00 pm

Address: Downtown Whitby

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DETAILS:

19+ event. Valid ID required for entry.

Friday, April 3  
Gangster Cheese  
7:00 p.m. - 9:00 p.m.  
\$35

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Brock St. Espresso  
7:00 p.m. - 9:00 p.m.  
\$25

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## Monday, April 6, 2020

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### KPMG: Effective use of digital technologies to connect your people remotely through COVID-19

Date and Time: Monday, April 6 10:00 am - 11:00 am

Address: Webinar

**Webinar - Details on how to attend the webinar will be provided after registration is completed.**

**Register early as attendance is limited to 250 participants.**

The COVID-19 pandemic has quickly driven governments and organizations, of all sizes and levels, to implement their business continuity plans. Many of these plans did not account for the large majority of their workforce working remotely. Maintaining effective operations, while caring for the mental health of your remote workforce requires thoughtful planning for continuous communication and connection under these new conditions using digital technologies.

KPMG would like to share with you some of our leading digital technology practices for responding to this crisis and new remote working environment. We hope by imparting these details with you, we can assist you through this challenging time and provide suggestions for the fine-tuning of your existing remote working arrangements. Topics covered will include:

- Maintaining effective teams in remote environments
- Technology options and tips for connecting your people
- Maintaining connectivity in a secure environment
- Sustaining digital technologies into the recovery period

## **Customer Engagement during COVID-19: How to stay top of mind for your customers**

Date and Time: Monday, April 6 10:00 am - 12:00 pm

Address: Webinar

### **Event Description**

More than ever, your small business needs to be engaging with customers virtually. In this workshop, you will get practical tips and tricks to use social media, email marketing, and Google My Business platforms to create meaningful engagement with your customers and community. This in-depth and informative presentation will be given by our Digital Service Squad Members, and is a unique opportunity to learn from them and participate in AMA (ask me anything) question and answer sessions.

### **Specifically what you will learn:**

- How to create a social media strategy and what tools to use to post consistently
- How to create engaging content with Instagram's built in features and third party tools
- How to create a social media strategy and increase engagement, including resources and advanced tools.
- Why email marketing can be a powerful and cost-effective way to grow your business.
- How to create an email marketing strategy, build a list, and upcycle your content
- How to serve your email list and send out engaging content
- How to use your Google My Business platform to get the most reach and rise above competitors in your field
- How to use Google My Business' messaging platform
- Why you need to reply to all reviews, and how to handle negative ones

Join us to learn how you can continue to engage with your customers during these times, why it is more important than ever, and tips for how you can connect with your audience in an easy and engaging way.

## **DACH - COVID-19 Homelessness Response Network**

Date and Time: Monday, April 6 1:00 pm - 3:00 pm

## Information Session on BACD's Programs and Services to help you

Date and Time: Monday, April 6 2:00 pm - 3:00 pm

Address: Webinar

Learn more about Durham Region's Small Business Centre!

BACD is a not-for-profit organization located in Durham Region. We are the Go-To Resource for businesses here! Whether starting up or growing we can help!

We are one of 54 Small Business Centres in Ontario. We provide Business Advisory Services, Business Development Training, Entrepreneurial Funding and Networking Opportunities for Start Up and Existing Businesses.

In this session you will learn:

- BACD programs
- BACD Services
- Resources to support business owners

Important:

Upon registration you will be sent a ZOOM link to join the meeting. Please log on at 3:30pm, so that we can check everyone in and start on time.

## Tuesday, April 7, 2020

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### **\*\*CANCELLED\*\* Planning and Economic Development Committee Meeting**

Date and Time: Tuesday, April 7 9:30 am

### **Working from Home – Webinar**

Date and Time: Tuesday, April 7 10:00 am - 11:00 am

Address: Webinar

These are very different times for everyone and the environment is changing every day. CBOT wants to help you to continue to work from home effectively as well as securely.

Join CBOT and our team of specialists virtually!

Our virtual panel will address:

- **Vanessa Sosiak** – Sixth Workshop – will be discussing how to work effectively from home through these difficult times
- **Paul Cleary** – Horn-IT – will be discussing how to make sure you and your team are working securely
- **Sheila Hall** – CBOT – will be discussing how to motivate your team to want to work from home

### **How to Protect Your Business During COVID-19 (Ajax Pickering Board of Trade)**

Date and Time: Tuesday, April 7 1:00 pm

Address: Webinar

The facts on COVID-19 and what to do now to protect your business

How to meet new employment laws and manage your workplace in a rapidly changing legal landscape

How to update your workplace policies on sick pay and remote work rules

How to support your employees during this challenging time

## Ajax-Pickering Board of Trade: Business Networking Before 5

Date and Time: Tuesday, April 7 3:00 pm - 4:30 pm

Address: Webinar

Join us as we network, ask questions and share ideas.

There's never a bad time to do some business networking.

## Wednesday, April 8, 2020

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### Brooklin Java Jolts (Whitby Chamber of Commerce)

Date and Time: Wednesday, April 8 8:30 am - 9:30 am

Address: Webinar

Every other Wednesday, the Whitby Chamber of Commerce (WCC) facilitates member-driven Java Jolt gatherings. Java Jolts bring together local business people and professionals to discuss common challenges, build supportive networks and mastermind approaches that boost results. Java Jolts have been moved online! Thank you to our Java Jolt facilitators, Michelle Palma from PFSL Investments and Nicolee Evans from Element Mortgage Group, for organizing these on Zoom each week! Join the Java Jolt Facebook Group for more details. <https://www.facebook.com/groups/javajolt/?ref=bookmarks>

### **\*\*CANCELLED\*\* Works Committee Meeting**

Date and Time: Wednesday, April 8 8:30 am

### Special Regional Council Meeting

Date and Time: Wednesday, April 8 9:30 am

### BACD Business Fundamentals: Business Planning (Virtual)

Date and Time: Wednesday, April 8 9:30 am - 11:30 am

Address: Virtual

Starting a business is hard and that's where we come in. Our mission is clear – we are here to help you Achieve Business Success. We have the resources for small businesses to grow. We help you build the action steps necessary.

BACD's Business Fundamentals series includes the Start up Session as well as Marketing & Sales, Business Planning and Finance & Operations. The Start Up Session is held weekly and the other 3 are all held every month rotating between morning, afternoon and evening sessions.

These sessions are ideal for budding entrepreneurs and those considering opening their own small business and a great place for you to start exploring the fundamentals of starting a business.

These are in a seminar format held in our boardroom. Most times there are at least 10 – 20 people in each session. They are a group of like minded people that all have many questions about starting a business. It is also a great start to making contacts for your business. This session is presented by BACD's advisors who have all been entrepreneurs themselves.

### **Business Planning**

This session looks at the differences between a business plan, a business model canvas and the planning required in starting your own business.

These 3 sessions are the fundamentals of most businesses and presented by BACD's advisors who have all been entrepreneurs themselves and can be taken in any order.

We spend a lot of time planning a vacation, a wedding or even our grocery list so that it's a success and time and money is not wasted. Having a good business plan is a solid foundation for a successful business. It's your roadmap and guides you to reach the milestones you have set.

So let's roll up our sleeves!

You will leave with a completed Business Model Canvas covering the following key points:

- Your Value Proposition, SWOT Analysis, Competitor Analysis
- Customer Segments
- Channels to Market
- Revenue Streams and Expenses
- Key Partners & Alliances
- Company Goals
- Needed Resources

## **Web Presence 101: Ensuring your foundation is set.**

**Date and Time:** Wednesday, April 8 10:00 am - 2:00 pm

**Address:** Webinar

Your customers are on the web. Having a website and online presence strategy allows you to market your small business online. Your website is the backbone of your business, supporting all of your digital marketing efforts. In this workshop we'll discuss the importance of a website for your business success and what you need to know about getting started with a professional website for your business.

### **Specifically what you will learn:**

- What is web presence and what platforms you can use to set up your website
- How to create a professionally-designed website for your business
- How to optimize website content for the best possible search engine ranking (SEO)
- How your website can appear in local search directories such as Google My Business
- How to create a Buyer Persona
- The fundamentals of responsive web design
- How to develop a Brand Guide
- How to create a content strategy for your website

Join us to learn the foundation of Web Presence for businesses.

## **Canadian German Chamber of Industry and Commerce: COVID-19: Impact on the German Economy**

**Date and Time:** Wednesday, April 8 10:00 am - 11:00 am

**Address:** Webinar

How is the economy in Germany doing? What measures are they taking? What can we expect?

Almost all of us are affected by the spread of COVID-19 and we know you are doing your very best to cope with the crisis.

The upcoming webinar will provide an executive insight into the current situation in Germany: How does the Corona crisis affect business activities in Germany? What measures is the German government taking to support the economy and maintain supply chains? What consequences are to be expected for business partners or your own branches in Germany? What is the current state of the German economy and what can we expect in the coming months and in 2021?

Get a first-hand insight from Dr. Volker Treier and Dr. Ilja Nothnagel, two members of the Executive Board of the Association of German Chambers of Commerce and Industry (DIHK), who are constantly in consultations with the German government on measures which help German companies to stay strong throughout the crisis.

## Ajax-Pickering Board of Trade: Social Distance Marketing- Building Awareness When Your Customers are In Crisis

Date and Time: Wednesday, April 8 1:00 pm - 2:00 pm

Address: Webinar

Tough times don't last – tough people do! I'm sure you don't want to be seen as indifferent, insensitive, or self-absorb by continuing your marketing during this crisis. If you push forward will you offend people and damage your reputation?

The answer is no... if you do it the right way.

This is not the time to cut back on your marketing efforts, in fact you should be spending this time working on adding value to your prospects and customers, not disappearing from their radar.

If you "Go Dark" during the next few weeks or months you may never recover.

According to research from the Harvard Business Review, companies that master the delicate balance between cutting costs to survive today and investing to grow tomorrow do well after a recession. It goes on to say they bounce back faster, increase market share and are stronger.

What's the Answer? You must deliver valuable information that can help your customers and establish you as an industry leader.

**This Social Distance Marketing Brief will focus on:**

- How email and LinkedIn can build your brand authority
- How you can establish yourself as a thought leader
- The importance of communicating valuable "industry insights"
- How to connect and communicate with being salesy or pushy
- A 5-step model to connect, engage and nurture potential new customers

Our goal is for you to emerge from this crisis with a stronger influence and accelerated sales growth.

Clients that use this framework regularly experience 20-30% response rate to their emails and LinkedIn message resulting in potential customers contacting them directly for more information. Since Covid-19 hit we are seeing higher numbers as more people are spending their time looking for new ideas and insights.

**Presented by:** Robert J. Weese, Managing Partner, **B2B Sales Connections**

## **\*\*CANCELLED\*\* Transit Executive Committee Meeting**

Date and Time: Wednesday, April 8 1:30 pm

## **Planning Your Website (Virtual Workshop)**

Date and Time: Wednesday, April 8 2:30 pm - 4:00 pm

Address: Virtual Workshop

If you are unsure about what to consider and plan for your website, then this is the event for you!

Fact – 90% of people will search you online before they buy from you. In today's business world, a website is a Must! Your website is a digital asset that you own, your marketing efforts need to be directed to a platform where you own the content.

In this workshop, you will learn to about the steps necessary to build and enhance a website (whether by you or a professional) that works for your business and anchors your online marketing presence.

- How to register a Domain, which ones to choose.
- Choosing a website platform
- How to create a sitemap/website menu
- Branding your site assets
- Creating web content
- Adding the right calls to action so that customers buy from you
- How to setup your website for SEO & Google Ranking



About the Presenter:

Andrea Rowland, Business Advisor & Marketing Specialist at BACD

Andrea joined BACD officially in October 2017, although has worked with the BACD for over 3 years providing workshops and mentorship. She has over 20 years international experience in marketing, branding and communications having graduated with a B.A. Honours Degree in Graphic Design. Andrea's true entrepreneurial spirit expressed itself when she started a craft brewery in Australia which has given her hands-on knowledge of the challenges of starting and growing a business which she now shares with clients at BACD.

She has been running her own branding and marketing business in Oshawa and is now a certified GrowthWheel Business Advisor.

Area of Speciality: Marketing plans; value proposition; target market; branding; digital marketing; websites; social media; product portfolio.

## Thursday, April 9, 2020

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### **\*\*CANCELLED\*\* Health and Social Services Committee Meeting**

Date and Time: Thursday, April 9 9:30 am

### **BACD Start Up Session**

Date and Time: Thursday, April 9 9:30 am - 11:00 am

Address: Virtual Session

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BACD's Business Fundamentals series includes the Start up Session as well as Marketing & Sales, Business Planning and Finance & Operations. The Start Up Session is held weekly and the other 3 are all held every month rotating between morning, afternoon and evening sessions.

These sessions are ideal for budding entrepreneurs and those considering opening their own small business and a great place for yo

u to start exploring the fundamentals of starting a business.

These are in a seminar format held in our boardroom. Most times there are at least 10 – 20 people in each session. They are a group of like minded people that all have many questions about starting a business. It is also a great start to making contacts for your business. This session is presented by BACD's advisors who have all been entrepreneurs themselves.

#### **Start Up Session:**

This session gives an overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and helps you get the steps needed to start successfully and on track to growing.

We will go through our Start Up Checklist and cover:

- The Business Idea and business model
- Validating your business idea through market research
- Business Registration
- Business Structures to consider
- Licenses and Permits
- HST requirements
- Start up funding
- Business Insurance
- Capital, Grants and Funding
- Name and Brand considerations

## **Ajax-Pickering Board of Trade Cash is King: Creating a Cash Forecast**

**Date and Time:** Thursday, April 9 10:00 am - 11:00 am

**Address:** Webinar

Join us on April 9th as we help you with developing a strategic plan to manage your cashflow over the next 3 to 6 months.

#### **During this event we will discuss managing:**

- Prior Commitments
- Fixed Costs
- Government Remittances
- Reinventing Yourself / Your Business
- The Inflow of funds or Cash Inflows
- Resources Available to You

All attendees will receive a forecasting spreadsheet they can use in their business today.

This is your opportunity to get a better idea of what your next 3 to 6 month financial forecast may look like.

**Presenter:** Pam Little, CPA, CGA, **Pam Little, CPA**

## **Ontario Chamber of Commerce: Immigration Impacts for Business during COVID-19**

**Date and Time:** Thursday, April 9 12:00 pm - 1:00 pm

**Address:** Webinar

The COVID-19 pandemic continues to spread, straining Ontario businesses as they attempt to identify and cope with restricted movement, containment measures and regulatory restrictions affecting their employees and operations.

During this webinar, two immigration managers from Fragomen's Toronto office will provide the most up-to-date immigration-related intelligence and compliance guidance, including:

- How to navigate the current environment including work from home/layoffs/salary reductions/global travel for foreign workers



- COVID-19 related travel restrictions to Canada: air vs. land travel and entry ban exemptions
- Visa office processing for Canadian applications: what is open and what is not?
- Mandatory self-isolation upon entry to Canada
- Visa applications at U.S. port of entries along land crossings/pre-clearance
- An interactive Q&A

## **Business Plan Masterclass (Webinar)**

Date and Time: Thursday, April 9 1:00 pm - 3:30 pm

Address: Webinar

Are you already in business and wanting to put together your business plan for growth or financing options?

This hands on masterclass will take you through the steps of writing your business plan and financial projections. A business plan and financial forecasts are needed when applying for loans and funds and to provide clarity and direction in a business owner's journey.

This masterclass is for businesses who want hands-on help writing their own business plan. We will go through all the sections in the business plan as well as the cash flow document.

FAQs

We will send you a ZOOM link to register for this Masterclass

A business plan & cashflow template will be sent to you upon registration. Please do not use the original copy of these templates. Download and save a new copy to your computer.

## **Ajax-Pickering Board of Trade: COVID-19: What does it mean for Employers and Employees**

Date and Time: Thursday, April 9 2:00 pm - 3:30 pm

Address: Webinar

The current landscape is ever changing due to COVID-19. Companies are faced daily with significant decisions for the business and for their employees. The tools we have available to address these new challenges include current government initiatives, enhancements to these solutions, and many evolving programs released in record time. As businesses and employees, we need to absorb our current reality and work to apply these tools to our unique situation.

In 90 minutes, we will provide a brief overview of the income replacement programs available, we will walk through cost scenarios based on different circumstances, and what the decision tree looks like.

## **How to Protect Your Business During COVID-19 (Ajax Pickering Board of Trade)**

Date and Time: Thursday, April 9 3:00 pm

Address: Webinar

The facts on COVID-19 and what to do now to protect your business

How to meet new employment laws and manage your workplace in a rapidly changing legal landscape

How to update your workplace policies on sick pay and remote work rules

## Chamber on Tap (Whitby Chamber of Commerce)

Date and Time: Thursday, April 9 4:30 pm - 6:00 pm

Address: Webinar

This session gives an overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and helps you get the steps needed to start successfully and on track to growing.

## Kiss the Moon, Kiss the Sun

Date and Time: Thursday, April 9 8:00 pm - 10:00 pm

Address: Whitby Courthouse Theatre - Whitby Centennial Building, 416 Centre Street South, Whitby

At 35-years old, Robert has the mental capacities of an 8-year old, but that doesn't make him any less wise in the ways of the world. Holly is pregnant, alone and simply needs the right break.

A story about people finding the nerve to take responsibility, and persevering against the odds.

Uplifting, poignant and funny, Kiss The Moon, Kiss The Sun will capture your heart and possibly change the way you view people forever. "Before this glorious life is done, I shall kiss the moon and kiss the sun. It's about trying to get the most out of life, but Robert and I have a different meaning for it. I'm the moon that watches over him at night, and he's the sun who brightens up my days." - Norm Foster

## Friday, April 10, 2020

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### Kiss the Moon, Kiss the Sun

Date and Time: Friday, April 10 8:00 pm - 10:00 pm

Address: Whitby Courthouse Theatre - Whitby Centennial Building, 416 Centre Street South, Whitby

At 35-years old, Robert has the mental capacities of an 8-year old, but that doesn't make him any less wise in the ways of the world. Holly is pregnant, alone and simply needs the right break.

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## Saturday, April 11, 2020

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## Virtual Easter Egg Hunt in support of Soper Creek Wildlife Rescue

Date and Time: Saturday, April 11 11:00 am - 5:00 pm

This week the Province declared the Easter Bunny an Essential Service, allowing him to visit your homes for Easter Morning fun.

Are you a family that usually takes part in visiting local Community Easter Egg Hunts and this year are pulling out your hair thinking of ideas to replace your traditional holiday celebrations?

We have your answer! We have been in touch with the Easter Bunny and he has agreed to visit a day early to hide a whole bunch of eggs that we can video tape and share with you.

Count how many eggs you find and the person closest to the actual number will win a Easter Gift Basket

Cost: \$10 per child. Get your tickets now at <https://www.peppservices.com/events/>

Pre-registration required. Register before 9am Saturday morning to participate

All participants will receive a small Easter Goodie Bag. Goodie bags and Gift basket will be delivered through porch delivery.

Proceeds from event will be donated to [Soper Creek Wildlife Rescue](#).

## Kiss the Moon, Kiss the Sun

Date and Time: Saturday, April 11 8:00 pm - 10:00 pm

Address: Whitby Courthouse Theatre - Whitby Centennial Building, 416 Centre Street South, Whitby

At 35-years old, Robert has the mental capacities of an 8-year old, but that doesn't make him any less wise in the ways of the world. Holly is pregnant, alone and simply needs the right break.

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## Tuesday, April 14, 2020

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### Ajax-Pickering Board of Trade - COVID-19: What does it mean for Employers and Employees

Date and Time: Tuesday, April 14 8:00 am - 9:30 am

Address: Webinar

The current landscape is ever changing due to COVID-19. Companies are faced daily with significant decisions

for the business and for their employees. The tools we have available to address these new challenges include current government initiatives, enhancements to these solutions, and many evolving programs released in record time. As businesses and employees, we need to absorb our current reality and work to apply these tools to our unique situation.

In 90 minutes, we will provide a brief overview of the income replacement programs available, we will walk through cost scenarios based on different circumstances, and what the decision tree looks like.

The focus of this webinar will be to address and answer your employer and employee questions.

Please submit a question with your registration and we will work to incorporate your situation into the presentation and provide an answer.

## **\*\*CANCELLED\*\* Finance and Administration Committee Meeting**

Date and Time: Tuesday, April 14 9:30 am

## **\*\*CANCELLED\*\* Ready, Set, Grow**

Date and Time: Tuesday, April 14 9:30 am - 1:30 pm

Address: EarlyON CFC Ajax, Ajax Community Centre, 75 Centennial Road, Ajax

## **Do you have questions about your child's development, learning or speech?**

Attend a free drop-in for parents and caregivers of children birth to six years old. Bring your children and ask questions about learning, development and behaviour. Professionals from agencies will be present to answer your questions.

## **Economic Impact in Durham**

Date and Time: Tuesday, April 14 10:00 am - 11:00 am

Address: Webinar

In this business webinar, hear an update from regional leadership and learn more about the Durham Economic Task Force.

This event will be hosted via WebEx. Registered participants will be provided with the required information on Thursday afternoon.

## **DACH - COVID-19 Homelessness Response Network**

Date and Time: Tuesday, April 14 1:00 pm - 3:00 pm

## **BACD Start Up Session**

Date and Time: Tuesday, April 14 2:00 pm - 3:30 pm

Address: Webinar

This session gives an overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and helps you get the steps needed to start successfully and on track to growing.

## **\*\*CANCELLED\*\* Durham Agricultural Advisory Committee Meeting**

Date and Time: Tuesday, April 14 7:30 pm

## **Wednesday, April 15, 2020**

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## **\*\* CANCELLED\*\* Committee of the Whole Meeting**

Date and Time: Wednesday, April 15 9:30 am

## **Information Session on BACD's Programs and Services to help you**

Date and Time: Wednesday, April 15 10:00 am - 11:00 am

Address: Webinar

Learn more about BACD and how we can help you start and grow your business from grant programs, BACD programs, advisory Services and resources we provide to support business owners.

## **Ask an Expert - AWCCU Financial (BACD)**

Date and Time: Wednesday, April 15 1:00 pm - 2:00 pm

Address: Webinar

In addition to obtaining generic information about banking and finance, this workshop provides business owners a great opportunity to ask questions and obtain advice about their unique situations.

## **Thursday, April 16, 2020**

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## **Ajax-Pickering Board of Trade - Cybersecurity for the Remote Workforce**

Date and Time: Thursday, April 16 9:30 am - 10:30 am


Address: Webinar

This webinar is designed to help businesses who have unexpectedly found themselves managing a 100% remote connected workforce, and don't know whether those remote resources are operating in a safe and secure manner. We will review the elements required from an organization's perspective in order to support remote users, and we will review tips for those end users who should be focused on their families instead of the possibility of a cyberattack.

## City of Pickering's COVID-19 Business Town Hall Webinar

Date and Time: Thursday, April 16 2:00 pm - 3:30 pm

Address: Webinar



*City of*  
**PICKERING**

# Business Town Hall Webinar


Hosted by:  
*Economic Development  
& Strategic Projects Team*

## Join The Conversation!

*Register for our FREE online  
webinar and learn more about the  
business support programs  
available during COVID-19*

**Thursday  
April 16  
2:00pm-3:30pm**

Scan the QR code with  
your phone to sign up:




**Speakers:**

- Jennifer O'Connell, MP for Pickering-Uxbridge
- Peter Bethlenfalvy, MPP for Pickering-Uxbridge
- Deputy Mayor Kevin Ashe, City of Pickering
- Fiaz Jadoon, Director of Economic Development & Strategic Projects, City of Pickering
- Nicole Gibson, Executive Director, Ajax-Pickering Board of Trade
- Caroline Pogue, Export Development Canada

**Agenda:**

- Federal and Provincial support during COVID-19
- Pickering's response to COVID-19
- Business support and initiatives through Ajax-Pickering Board of Trade (APBOT)
- Stories from businesses that have adapted during COVID-19
- Business Credit Availability Program (BCAP) overview by Export Development Canada (EDC)

Live Moderated Q&A Session

 Powered By Microsoft Teams

Join MP Jennifer O'Connell, MPP Peter Bethlenfalvy, Deputy Mayor Kevin Ashe, Economic Development & Strategic Projects staff, Export Development Canada, and the Ajax-Pickering Board of Trade, as we provide updates on various support programs for businesses for the short-term and beyond.

We will discuss Pickering's response to COVID-19 including relief efforts, accessing business support, and the required resources needed to navigate the current economic environment.

We will also be taking questions from our local businesses.

## **BACD Business Fundamentals: Marketing and Sales**

Date and Time: Thursday, April 16 4:00 pm - 6:00 pm

Address: Webinar

The Marketing and Sales session is an introduction to the marketing and sales strategy (aka plan) necessary to grow your business. Marketing is imperative to building sales for your business.

## **Virtual Fireside Chat with Kerri-Lynn McAllister, founder of Pawzy**

Date and Time: Thursday, April 16 6:00 pm

Address: Webinar

Join us as we chat with Pawzy founder and pet lover, Kerri-Lynn McAllister.

Pawzy is a purpose-driven technology company devoted to connecting modern pet parents to the tools and information needed to make the best health and wellness decisions for their loved ones. With a mission to provide accessible and affordable pet care for all, Pawzy pledges 1% of its business to animal charities through the Upside Foundation.

Kerri-Lynn McAllister is an entrepreneur, specializing in technology and digital marketing. With over a decade of experience building online marketplaces, she's passionate about helping Canadians make better purchasing decisions by gaining access to qualified information. She was the first hire at Canada's leading personal finance marketplace, Ratehub.ca, and built it to 6M annual users as CMO. Now, Kerri-Lynn is combining her love of marketplace technology with her love of animals. Her two Cavalier King Charles Spaniels inspired Kerri-Lynn to build Pawzy and to connect modern pet parents to healthcare advice and services.

In light of the current COVID-19 crisis, Pawzy now offers a telemedicine solution for veterinary clinics that meets the needs of your patients and your practice, and that can be implemented quickly. In fact, we can equip your clinic with virtual care in less than 24 hours.

## **\*\*CANCELLED\*\* Durham Environmental Advisory Committee Meeting**

Date and Time: Thursday, April 16 7:00 pm

## **Kiss the Moon, Kiss the Sun**

Date and Time: Thursday, April 16 8:00 pm - 10:00 pm

Address: Whitby Courthouse Theatre - Whitby Centennial Building, 416 Centre Street South, Whitby

At 35-years old, Robert has the mental capacities of an 8-year old, but that doesn't make him any less wise in the ways of the world. Holly is pregnant, alone and simply needs the right break.

A story about people finding the nerve to take responsibility, and persevering against the odds.

Uplifting, poignant and funny, Kiss The Moon, Kiss The Sun will capture your heart and possibly change the way you view people forever. "Before this glorious life is done, I shall kiss the moon and kiss the sun. It's about trying to get the most out of life, but Robert and I have a different meaning for it. I'm the moon that watches over him at night, and he's the sun who brightens up my days." - Norm Foster

## **Friday, April 17, 2020**

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### **Business Plan Masterclass (BACD)**

Date and Time: Friday, April 17 9:00 am - 10:30 am

Address: Webinar

Are you already in business and wanting to put together your business plan for growth or financing options?

This hands on masterclass will take you through the steps of writing your business plan and financial projections. A business plan and financial forecasts are needed when applying for loans and funds and to provide clarity and direction in a business owner's journey.

### **Spring Art Festival**

Date and Time: Friday, April 17 10:00 am - 5:00 pm

Address: Camp Samac, Conlin Rd. Gate. Oshawa

Art show and sale with 70 artists participating in all mediums, inside Council Hall building at Camp Samac. Free. Hourly draws for paintings. Lunch counter.

### **\*\*CANCELLED\*\* Durham Region Roundtable on Climate Change Meeting**

Date and Time: Friday, April 17 1:00 pm

## **Kiss the Moon, Kiss the Sun**

Date and Time: Friday, April 17 8:00 pm - 10:00 pm



Address: Whitby Courthouse Theatre - Whitby Centennial Building, 416 Centre Street South, Whitby

At 35-years old, Robert has the mental capacities of an 8-year old, but that doesn't make him any less wise in the ways of the world. Holly is pregnant, alone and simply needs the right break.

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## **Saturday, April 18, 2020**

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### **Spring Art Festival**

Date and Time: Saturday, April 18 10:00 am - 5:00 pm

Address: Camp Samac, Conlin Rd. Gate. Oshawa

Art show and sale with 70 artists participating in all mediums, inside Council Hall building at Camp Samac. Free. Hourly draws for paintings. Lunch counter.

### **Kiss the Moon, Kiss the Sun**

Date and Time: Saturday, April 18 2:00 pm - 4:00 pm

Address: Whitby Courthouse Theatre - Whitby Centennial Building, 416 Centre Street South, Whitby

At 35-years old, Robert has the mental capacities of an 8-year old, but that doesn't make him any less wise in the ways of the world. Holly is pregnant, alone and simply needs the right break.

A story about people finding the nerve to take responsibility, and persevering against the odds.

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### **Kiss the Moon, Kiss the Sun**

Date and Time: Saturday, April 18 8:00 pm - 10:00 pm

Address: Whitby Courthouse Theatre - Whitby Centennial Building, 416 Centre Street South, Whitby

At 35-years old, Robert has the mental capacities of an 8-year old, but that doesn't make him any less wise in the ways of the world. Holly is pregnant, alone and simply needs the right break.

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## **Marriner O'Brien Caddell**

Date and Time: Saturday, April 18 8:00 pm - 11:00 pm

Address: Avalon Lounge Port Whitby Marina; 301 Watson St W, Whitby, ON L1N 1A2

Steve Marriner, Jesse O'Brien & Chris Caddell come together for an unforgettable evening of blues. This high-power trio will bring down the house on Saturday April 18<sup>th</sup> at Avalon Lounge Port Whitby Marina. Be sure to bring your dancing shoes.

## **Sunday, April 19, 2020**

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### **Spring Art Festival**

Date and Time: Sunday, April 19 10:00 am - 5:00 pm

Address: Camp Samac, Conlin Rd. Gate. Oshawa

Art show and sale with 70 artists participating in all mediums, inside Council Hall building at Camp Samac. Free. Hourly draws for paintings. Lunch counter.

### **10th Annual Outrun CF 5K Walk/Run**

Date and Time: Sunday, April 19 11:00 am - 3:00 pm

Address: Carruthers Marsh Pavilion, 55 Ashbury Boulevard West, Ajax, L1Z 0E1



Due to the unprecedented global situation concerning the COVID-19 pandemic, we have decided to change the Outrun CF 5K Walk/Run from a large group to a virtual format. Given the unprecedented circumstances, we believe the decision is necessary to reduce and delay the transmission of COVID-19 and protect the health and safety of our entire community.

The walk will be held on the originally scheduled date of **April 19, 2020**, and will allow you to participate from anywhere, and to complete your walk, your way, on your own time! As your health and safety are of the utmost importance to us, we would like to remind you to please follow the social distancing rules and out of an abundance of caution, we would recommend that you either walk alone or only with people from your own household.

### **Registering for the virtual walk**

With the walk shifting to a virtual walk format this year it is more important now than ever to register for the walk at [www.outruncf.ca](http://www.outruncf.ca). When you register for the walk, an online fundraising page is created for you, which will allow you to fundraise virtually and collect donations online.

### **Donations**

General donations are welcome and can be made on the [Outrun CF Webpage](#).

### **On the day of the event**

Join us on the [Outrun CF Durham Facebook page](#), at noon, for a virtual opening ceremony. Registered participants are encouraged to send pictures of you walking to [info@outruncf.ca](mailto:info@outruncf.ca). We will post these pictures to the Outrun CF Durham website and Facebook page.

Thank you for your continued support of this event! With your help “we’re catching up to a cure”!

## **Monday, April 20, 2020**

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### **\*\* CANCELLED\*\* Land Division Committee Meeting**

Date and Time: Monday, April 20 9:00 am - 4:30 pm

### **DACH - COVID-19 Homelessness Response Network**

Date and Time: Monday, April 20 1:00 pm - 3:00 pm

## **Tuesday, April 21, 2020**

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## COVID-19 CRA Benefit, Credit and Subsidy Updates

Date and Time: Tuesday, April 21 9:00 am - 10:00 am

Address: Webinar

In this Webinar with Mike Libbey, an Accountant from Your Bottom Line you will learn about all of the benefits, credits, and subsidies available to business owners along with the revised deadlines a few personal tax items.

We hope you can join this for an informative discussion about what the key aspects are of each program, who should apply to each and the status of the application processes.

This information changes almost hourly at this point, you can't afford to miss it!

Come and find out if you qualify for the...

- Canada Emergency Response Benefit
- Canada Emergency Business Account
- Canada Emergency Wage Subsidy
- 10% Payroll Subsidy

## Ajax-Pickering Board of Trade - What do you do when challenging times challenge you?

Date and Time: Tuesday, April 21 10:00 am - 11:00 am

Address: Webinar

It is hardships like this when everyone learns what it truly means to turn unexpected challenges into unprecedented opportunities. Learn how to lead with hope during this time of global crisis as well as learn to understand fear, see the big picture, and overcome challenges.

- You will learn how to better make decisions as you lead through adversity.
- You will learn how to place fear in the right context and communicate your belief that better days are ahead.
- You will learn to strengthen your relationships and how to talk about the virus with your children, your spouse, your employees, your community and give them hope!

In the training I will define what a crisis is and how common they really are. There are never two good consecutive days in a leader's life, which means that leaders, well everyone really, should be used to rough times.

I'll cover some of the ways to help keep the main thing the main thing. Whether it's the breaking news alerts on the evening news, or a panicked report from the Stock Market, there are plenty of things that pull our attention away from the issue at hand. And finally that we can learn to shift for the better, even in the midst of crisis. How with the right perspective we can turn adversity into advantage.

## The Honourable Mary Ng, Minister of Small Business, Export Promotion and International Trade - Working with Small Business for the Future

Date and Time: Tuesday, April 21 12:00 pm - 12:30 pm

Address: Webinar

Join Canadian Club Toronto on Tuesday April 21st from noon to 12:30pm ET to hear the latest about the federal government's supports for small businesses and other initiatives for the economy, and how they are helping t

o keep Canadians safe in these unprecedented times. The Honourable Mary Ng, Minister of Small Business, Export Promotion and International Trade, will be joined in conversation with Bruce Sellery, Personal Finance and Business Journalist.

## **Wednesday, April 22, 2020**

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### **\*\*CANCELLED\*\* Social Housing Advisory Group**

Date and Time: Wednesday, April 22 9:00 am - 12:00 pm

### **Taking Facebook Business from Zero to Hero**

Date and Time: Wednesday, April 22 9:30 am - 12:00 pm

Address: Webinar

This workshop cover topics such as Facebook algorithm updates, how to create compelling and engaging content, Facebook groups, Facebook hacks to instantly improve your small business reach and things you should NEVER Share on your Business Facebook page.

### **Start Selling Online: Shifting from Brick & Mortar to eCommerce**

Date and Time: Wednesday, April 22 11:00 am

Address: Webinar

Organizations of all sizes have felt the impact of recent changes in the retail sector. Storefront closures have highlighted gaps in existing sales and distribution models, and retailers are being forced to either launch or optimize their eCommerce websites. Learn how to successfully make the shift to online sales in this free webinar by geekspeak Commerce.

geekspeak is a leading eCommerce services agency with close to 20 years of industry experience. With a dedicated team of eCommerce experts, geekspeak helps clients sell more online with compelling product content.

Start Selling Online: Shifting from Brick & Mortar to eCommerce will cover topics including:

- Key Considerations When Exploring eCommerce
- How Brick & Mortar and eCommerce Compare
- The eCommerce Ecosystem
- Marketplaces and Direct-to-Consumer Websites
- Merchandising Your Products Online
- Going Mobile
- How to Get Started Today

### **QuickSwitch: Making the Pivot to Online Sales**

Date and Time: Wednesday, April 22 1:00 pm

Address: Webinar

For small business owners, making strategic decisions to pivot your model and move to online sales has never been more important. Learn how to think about your business and what you sell through a different lens. Now is the time to think differently about your unique selling proposition, your offering, and how your customers interact with you.

The Kleurvision team has prepared this QuickSwitch webinar as a way to inspire business owners to use this unbelievably stage time to explore new opportunities, implement online sales tactics, and double down on their branding and messaging in order to generate new streams of revenue that will last beyond the COVID-19 crisis.

## **Speak And Grow Your Influence™... How to use Speaking as an Effective Marketing Strategy**

Date and Time: Wednesday, April 22 2:00 pm - 3:00 pm

Address: Webinar

This webinar will be held through zoom. A zoom link will be sent to you upon registration.

Whether speaking online or live in front of an audience, your message must be clear, concise and compelling. Participants will be introduced to world-class speaking strategies and techniques that are easy to use and easy to implement.

In this session, you will learn:

- The Entrepreneurial Speaking Blueprint for crafting your unique marketplace message
- 5C's Storytelling Model to create signature stories
- The formula for a modular presentation that showcase your expertise

## **BACD Start Up Session**

Date and Time: Wednesday, April 22 4:00 pm - 5:30 pm

Address: Webinar

This session gives an overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and helps you get the steps needed to start successfully and on track to growing.

## **Region of Durham Virtual Town Hall**

Date and Time: Wednesday, April 22 7:20 pm - 9:00 pm

Address: Webinar

Residents are invited to join Regional Chair John Henry, Chief Administrative Officer Elaine Baxter-Trahair, Medical Officer of Health Dr. Robert Kyle, and other members of our senior leadership team (including representatives from Durham Regional Police and Region of Durham Paramedic Services) for a 90-minute Virtual Town Hall session.

## Effective Cash Flow Management During the COVID-19 Pandemic, and keep up-to-date with conversations about the event

Date and Time: Thursday, April 23 11:00 am - 11:40 am

Address: Webinar

The urgent focus for businesses now is understanding business risk and viability, protecting employees, and managing supply chain disruption. Responding to the immediate and on-going challenge is critical.

Think like a strategic CFO as we cover:

- Understanding your Cash Conversion Cycle
- Forecasting your financial statements – focus on understanding overall cash flow
- Improving cash flow in your business – where do I start?
- Will existing cash reserves/financing be enough?
- Exploring announced government support for businesses

## Mental Illness and Mental Health for Entrepreneurs

Date and Time: Thursday, April 23 1:00 pm - 2:00 pm

Address: Webinar

Note: This event will be held online through ZOOM. The private zoom link will be sent to you upon registration in the confirmation email.

This webinar will provide an introduction to Mental Illness and Mental Health with a focus on specific tips and challenges for entrepreneurs. You will end this webinar with a basic understanding of mental health and with actionable tips to help you better manage your own mental health in the workplace.

## Chamber on Tap (Whitby Chamber of Commerce)

Date and Time: Thursday, April 23 4:30 pm - 6:00 pm

Address: Webinar

Chamber on Tap is now online!

Every other Thursday, bring your own beverage and connect with fellow professionals in a casual, and digital, atmosphere. Same great program, from the comfort of your home.

## Kiss the Moon, Kiss the Sun

Date and Time: Thursday, April 23 8:00 pm - 10:00 pm

Address: Whitby Courthouse Theatre - Whitby Centennial Building, 416 Centre Street South, Whitby

At 35-years old, Robert has the mental capacities of an 8-year old, but that doesn't make him any less wise in the ways of the world. Holly is pregnant, alone and simply needs the right break.

A story about people finding the nerve to take responsibility, and persevering against the odds.

Uplifting, poignant and funny, Kiss The Moon, Kiss The Sun will capture your heart and possibly change the way you view people forever. "Before this glorious life is done, I shall kiss the moon and kiss the sun. It's about trying to get the most out of life, but Robert and I have a different meaning for it. I'm the moon that watches over him at night, and he's the sun who brightens up my days." - Norm Foster

## **Friday, April 24, 2020**

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### **\*\*CANCELLED\*\* Durham Nuclear Health Committee Meeting**

Date and Time: Friday, April 24 1:00 pm

### **Kiss the Moon, Kiss the Sun**

Date and Time: Friday, April 24 8:00 pm - 10:00 pm

Address: Whitby Courthouse Theatre - Whitby Centennial Building, 416 Centre Street South, Whitby

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## **Saturday, April 25, 2020**

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### **Kiss the Moon, Kiss the Sun**

Date and Time: Saturday, April 25 2:00 pm - 4:00 pm

Address: Whitby Courthouse Theatre - Whitby Centennial Building, 416 Centre Street South, Whitby

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## **Sunday, April 26, 2020**

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### **Sunday Speaker Series: Author Ellin Bessner**

Date and Time: Sunday, April 26 1:00 pm - 3:00 pm

Address: 16210 Island Rd

As the world commemorates the 75th anniversary of the end of World War Two, author and journalist Ellin Bessner brings her new book "Double Threat" to the Scugog Shores Museum Village. As Canada and indeed, the world, marked the end of the fighting, hundreds of Canadian airmen and soldiers were still hard at work overseas with a new humanitarian mission: rescuing the survivors of the Holocaust, including in Germany at the site of the notorious Nazi death camp Bergen-Belsen. From the small gestures like donating red lipstick to the survivors to taking Jewish orphans on picnics, many Canadians in uniform spent the spring and summer after V-E day deeply involved in the rescue operations, plus in the tracking down of war criminals. Hear about some of the most famous Jewish Canadians who served, including Monty Hall, Wayne and Shuster, Sen. David Croll, Barney Danson, and more. Books will be available for sale and signing at the event. Admission is \$10.

## **Monday, April 27, 2020**

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### **DACH - COVID-19 Homelessness Response Network**

Date and Time: Monday, April 27 1:00 pm - 3:00 pm

### **How to create 15 pieces of social media content from a blog post**

Date and Time: Monday, April 27 1:00 pm - 2:30 pm

Address: Webinar

We all know providing your audience with new, fresh content is what keeps them engaged and coming back for more. As a small business owner, it's exhausting & overwhelming to stay consistent on social media and create the right kind of content every single day.

In this workshop:

- Learn how to take some time out and create a collection of focused content in one go.
- Follow a step by step process for creating all your social media content from one blog post
- Walk away with 2 weeks worth of content for your social media platforms

## **Tuesday, April 28, 2020**

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### **\*\*CANCELLED\*\* 9-1-1 Management Board Meeting**

Date and Time: Tuesday, April 28 9:30 am

### **Clarington Board of Trade and Office of Economic Development: Making Social Media Work for your Business during COVID-19**

Date and Time: Tuesday, April 28 10:00 am - 11:00 am

Address: Webinar

#### **Through this webinar you will learn:**

How to successfully use social media to showcase your products,  
How to personalize your messaging as people relate with emotion,  
How to let your clients know what you are doing for your community, and  
MUCH MORE!

### **Ajax-Pickering Board of Trade: Tweak Your Networking for Online**

Date and Time: Tuesday, April 28 10:00 am - 10:45 am

Address: Webinar

Networking is a large part of your marketing plan? Luckily, there are more networking events now than ever -online.

This free 45-minute primer by award-winning writer and PR professional Jenn Humphries shows you how to apply your networking skills online.

### **Interactive Ontario: Relief Measures Applied to the Interactive Digital Media/Games Industry: Wage Subsidy (CEWS)**

Date and Time: Tuesday, April 28 11:00 am - 12:00 pm

Address: Webinar

**Interactive Ontario is launching a weekly series** that will cover your pressing questions as they relate to COVID-19 relief measures that can apply to the IDM/Games industry.

In collaboration with BDO, we will be hosting the first online event on Tuesday, which will discuss the [Canada Emergency Wage Subsidy \(CEWS\)](#). The fireside chat will highlight your questions and concerns, especially if you are considering applying — *application portal opens Monday*.

Join the fireside discussion with Paul Walker, *Partner, Canadian Tax, Transaction Tax, BDO* moderated by Mary Sorrenti CPA, CA, *Chair of IO's Advocacy Committee, and Vice President at Game Pill*.

## Virtual BACD Biz Lunch

Date and Time: Tuesday, April 28 12:00 pm - 2:00 pm

Address: Webinar

Our networking lunch is for BACD clients and business owners in Durham Region who'd like to have an opportunity to network and get to know each other in a casual setting. This is a great time to learn to network effectively and to share ideas, opportunities and challenges.

In order to ensure the health and safety of our community, businesses, staff and stakeholders, we have made the decision to move our advisory meetings and events/workshops to virtual platforms as of Monday March 16th, 2020 until further notice.

We would like for business owners to join us for a virtual lunch on ZOOM (link will be sent once you register) !

## Business Continuity Series: Getting Started with E-Commerce

Date and Time: Tuesday, April 28 1:00 pm

Address: Webinar

COVID-19 has accelerated the need for SMBs to develop a digital sales strategy to ensure the survival of their business. However, this sense of urgency is colliding with a cash crunch that can complicate launching online operations. This webinar combines expertise in digital storefronts and logistics to equip you with the essential information to get you online and re-connect you to both existing and new customers.

### Speakers

Rob Bigler, General Manager, eBay Canada

Jennifer Mach, Director of Small Business Marketing, Canada Post

## Canadian Chamber of Commerce: How to Navigate Federal and Provincial Programs

Date and Time: Tuesday, April 28 2:00 pm - 3:00 pm

Address: Webinar

There is an impressive array of federal and provincial/territorial government programs that offer subsidies, loans and other measures to meet urgent business needs during COVID-19.

General information about these programs is readily available from various sources. However, it's vitally important to stay on top of the latest developments and understand the fine print – the eligibility details and other requirements – to properly evaluate which programs will work best for you, your organization and your employees, as applicable.

## **BACD Business Fundamentals: Financials and Operations**

Date and Time: Tuesday, April 28 2:00 pm - 4:00 pm

Address: Webinar

Take better control of your business by understanding the accounting basics. We will also discuss why developing operational strategies can help you make more money.

## **Wednesday, April 29, 2020**

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### **\*\*CANCELLED\*\* Food Safety Training & Certification**

Date and Time: Wednesday, April 29 9:00 am - 4:30 pm

Address: Regional Municipality of Durham Headquarters - Room 1G, 605 Rossland Road East, Whitby

One out of three Canadians will get sick from food this year. The cause is often mistakes made by food industry workers, who are responsible for preventing these illnesses. Education is an effective way to prevent illness.

A one-day course is taught by a public health inspector. A written exam is taken at the end of the course. Participants who pass the exam will get a Food Safety Training Certificate and laminated wallet card.

[Course details, registration and payment details.](#)

### **Regional Council Meeting**

Date and Time: Wednesday, April 29 9:30 am

### **BACD Start Up Session**

Date and Time: Wednesday, April 29 9:30 am - 11:00 am

Address: Webinar

This session gives an overview of the fundamental elements of success for every business (Business Concept, Marketing & Sales, Operations and Finance) and helps you get the steps needed to start successfully and on track to growing.

We will go through our Start Up Checklist and cover:

- The Business Idea and business model
- Validating your business idea through market research
- Business Registration
- Business Structures to consider
- Licenses and Permits
- HST requirements
- Start up funding
- Business Insurance
- Capital, Grants and Funding
- Name and Brand considerations

## **Leading in Crisis: Love It or Hate It - Lunch Webinar (Whitby Chamber of Commerce)**

Date and Time: Wednesday, April 29 12:00 pm - 1:30 pm

Address: Webinar

You don't need to be hardwired for managing a crisis, BUT you do need to be SELF-AWARE.

How we lead during a crisis can depend on our own behaviours and drives. In this interactive session, Mitch will walk participants through a quick analysis of their own behavioural tendencies and explore the behaviours called upon when leading in times of crisis. Using these two metrics he will help the group uncover their own areas of fit and gap between who we are and the behaviours required when leading in periods of crisis, as well as explore strategies to address these areas. In advance of the session, participants will be provided with the opportunity to complete a Predictive Index Behaviour Assessment at no cost or obligation.

## **MaRS Mornings Online: AI and the Autotech Sector**

Date and Time: Wednesday, April 29 12:00 pm - 1:00 pm

Address: Webinar

This April 29, you're invited to the latest edition of MaRS Mornings — a panel conversation with some of Canada's most exciting AI startups, each of them working to transform the automotive and mobility industries.

Hosted by Oshoma Momoh, chief technical advisor at MaRS, the panel features Gautam Narang (co-founder and CEO, [Gatik AI](#)), Greta Cutulenco (co-founder and CEO, [Acerta](#)), and John Gabriel (CEO, [Autzu](#)).

The discussion will cover:

- The startups' unique business models in the automotive and mobility sectors.
- How businesses with AI at their core differ from other businesses
- The opportunities and challenges of adopting AI in your business model or strategy
- How AI companies are augmenting and complementing traditional automotive companies

## **Canadian Chamber of Commerce - WTF: What To Feel When Stressors Collide**

Date and Time: Wednesday, April 29 2:00 pm - 3:00 pm

Address: Webinar

The Canadian Business Resilience Network, in partnership with Workplace Strategies for Mental Health (compliments of Canada Life) invites you to a webinar on April 29 at 2 p.m. ET.

We all juggle work, financial, family and social demands – but unexpected circumstances, like the ones we are experiencing right now – can cause multiple stressors to coincide.

Mary Ann Baynton, Director of Collaboration and Strategy from Workplace Strategies for Mental Health (compliments of Canada Life), will discuss building resilience when stressors are high.

She will share factors that can test our resilience and strategies to help us cope and bounce back. Mary Ann will also talk about ways you can encourage your employees to do the same. Lastly, she will point to some free resources you and your employees can use in the weeks and months ahead.

## Thursday, April 30, 2020

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### Centre for Cybersecurity Innovation: Webinar Series on Cybersecurity

Date and Time: Thursday, April 30 9:00 am

Address: Webinar

In collaboration with Invest Durham, Durham College's Centre for Cybersecurity Innovation is proud to present the webinar series on Cybersecurity.

Our webinars will also provide you with documents, sample content and checklists for you to use in your work. Furthermore, connections will be made with industry leaders who are offering in-kind services as well as others at nominal costs.

#### SESSIONS:

- **April 30: Videoconferencing: assessing security and privacy**
- **May 7: Securing business transformation in a secure framework**
- **May 14: Securing financial transactions and confidential data**

The speaker details will be released shortly.

### Writing that Converts (BACD)

Date and Time: Thursday, April 30 9:30 am - 12:00 pm

Address: Webinar

Want to know a secret? There are ways to write marketing copy that converts potential clients into customers. From writing engaging blog copy to social media copy to newsletters, join Laura Watts to learn everything you ever wanted to know about writing amazing marketing copy.

## How to run a successful ad campaign on LinkedIn

Date and Time: Thursday, April 30 1:00 pm - 3:00 pm

Address: Webinar

LinkedIn is one of the more powerful pay-per-click (PPC) platforms for B2B sales. But like any PPC platform, you can waste a lot of money trying to figure it out.

In this session, we will introduce you to the different types of ads, targeting, and best practices of LinkedIn Ads so you can set up your own successful campaigns.

In this webinar you will learn:

- The different types of LinkedIn ads and when to use each.
- How to set up a LinkedIn ad campaign with a live walkthrough
- How to target your audience
- How to manage your ad budget

## 52nd Annual Juried Art Exhibition

Date and Time: Thursday, April 30 7:00 pm - 9:00 pm

Address: Robert McLaughlin Gallery

Oshawa Art Assoc. Opening night of Juried Art show at the R. McLaughlin Gallery. Show runs to May 17th.

<https://calendar.durham.ca>