

## Tuesday, January 4, 2022

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### 45th Annual Outlook: 2022 (Canadian Club)

Date and Time: Tuesday, January 4 11:30 a.m. - 1:30 p.m.

For forty-five seasons, Canadian Club Toronto and the National Post have gathered expert panelists each New Year for a forecast luncheon on the economy, the markets and political issues that will affect Canadians in the year ahead.

## Wednesday, January 5, 2022

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### Java Jolt (Whitby Chamber of Commerce)

Date and Time: Wednesday, January 5 08:30 a.m. - 9:30 a.m.

Twice a month, join members and non-members for a virtual coffee to discuss business-focused topics which will be posted in advance in the Facebook group. For members, by members, this long-standing program continues its primary objective to support the business community and give them an opportunity to network and refer. Join the Java Jolt Facebook group and watch our calendar for more details. Read the full Java Jolt Guidelines here.

## Thursday, January 6, 2022

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### How An Online Store Can Boost Your Business: Free Ontario Program (Digital Main Street)

Date and Time: Thursday, January 6 11:30 a.m. - 12:30 p.m.

How an Online Store Can Boost Your Business: Free Program Funded by the Province of Ontario and corporate partners.

The goal of ShopHERE powered By Google is to build and optimize online stores for small independent businesses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into the online market.

When I sign up with ShopHERE, what do I get?

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In this webinar you will get the answers to the top questions we've received about the ShopHERE program, including:

- Who is Digital Main Street?
- What is ShopHERE?
- What does it mean to sell online, and why should my business?
- Do I qualify for this program?
- What are the costs involved?
- Do you have any examples of completed websites?

### Facebook and Instagram Advertising on a Small Budget (Digital Main Street Webinar Series)

Date and Time: Thursday, January 6 07:00 p.m. - 8:30 p.m.

Whether you have \$0, \$50, or \$100 a month to spend on Facebook and Instagram, you can still reach your target customers and clients. Discover some creative ways to do so in this fast paced, intermediate-level webinar.

**You'll learn:**

- How the Facebook and Instagram algorithms work, so your content can cut through and be seen, even without spending money

- How to decide when to boost a post, and how much to spend
- What your options are for advertising on Facebook and Instagram
- How to target your ads to your ideal customer or client based on demographics, geographic area, and more
- How to create successful written copy and imagery for Facebook and Instagram ads

## Monday, January 10, 2022

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### Land Division Committee Virtual Meeting

Date and Time: Monday, January 10 09:00 a.m. - 4:30 p.m.

## Tuesday, January 11, 2022

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

Date and Time: Tuesday, January 11 09:30 a.m.

### Dialogue with Dan - Annual Mayor's State of the City Address (Oshawa Chamber of Commerce)

Date and Time: Tuesday, January 11 12:00 p.m. - 2:00 p.m.

Join the Chamber as we hear from City of Oshawa Mayor, Dan Carter as he discusses what the City can expect from 2022!

### BACD Business Fundamentals: Business Planning

Date and Time: Tuesday, January 11 02:00 p.m. - 4:00 p.m.

In this session, you will work on a roadmap for your business. Presented by a BACD advisor we will work through each step with you, so you leave with an outline of plan you can implement.

### Durham Agricultural Advisory Committee Meeting (CANCELLED)

Date and Time: Tuesday, January 11 07:30 p.m.

## Wednesday, January 12, 2022

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### Social Media Content: Strategy and Planning (Digital Main Street Webinar Series)

Date and Time: Wednesday, January 12 09:00 a.m. - 10:30 a.m.

Social media is a never satiated content beast - it's always hungry for more! It can be tough to keep up with social media content creation, but if you create and repurpose your content smartly, you can stay ahead of the curve. Discover how in this workshop, where you'll learn the tricks of how to efficiently plan a month's worth of social media content in one sitting.

#### You'll learn:

- How to create a content plan that reaches your social media goals
- How to establish the best voice for each of your business's social media channels
- Tactics and ideas for repurposing content, so creating content doesn't become your full-time job
- How to share content across different social media channels without just copying and pasting
- How to build (and populate) an editorial calendar
- How to create and reuse "evergreen" content

### Works Committee Meeting

Date and Time: Wednesday, January 12 09:30 a.m.

## Legal Contracts: Online & E-Commerce must have's (BACD)

Date and Time: Wednesday, January 12 12:00 p.m. - 1:30 p.m.

The presentation will focus on the legal aspect of the formation of electronic contracts and also on what agreements an online business will need to have in place to protect itself.

## Transit Executive Committee Meeting (CANCELLED)

Date and Time: Wednesday, January 12 01:30 p.m.

## Thursday, January 13, 2022

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## War For Talent (Scugog Chamber of Commerce)

Date and Time: Thursday, January 13 07:30 a.m. - 11:00 a.m.

Join Karey Anne Large, Executive Director of the Scugog Chamber of Commerce, and Matt Parish, Investment Advisor, RBC Dominion Securities as they meet with expert panelists to discuss the challenges of employee Recruitment and Retention and how we wage the War FOR Talent. Following our panel discussion, we will hear from employers as they present their businesses and what future employment with them looks like.

## BACD Start Up Session

Date and Time: Thursday, January 13 09:30 a.m. - 11:00 a.m.

This session covers the essential steps to starting a small business including registering a business name, licenses & permits, HST, business banking, insurance and hiring employees.

## Special Planning and Economic Development Committee Meeting

Date and Time: Thursday, January 13 09:30 a.m.

## Health and Social Services Committee Meeting (CANCELLED)

Date and Time: Thursday, January 13 09:30 a.m.

## How An Online Store Can Boost Your Business: Free Ontario Program (Digital Main Street)

Date and Time: Thursday, January 13 11:30 a.m. - 12:30 p.m.

How an Online Store Can Boost Your Business: Free Program Funded by the Province of Ontario and corporate partners.

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- Do I qualify for this program?
- What are the costs involved?

- Do you have any examples of completed websites?

## Friday, January 14, 2022

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### Coffee With... (Whitby Chamber of Commerce)

Date and Time: Friday, January 14 08:00 a.m. - 10:00 a.m.

Swing by (virtually) and have a coffee with a CEO, entrepreneur or leader in our community! Bring your coffee and your questions. Unscripted and unapologetic, have a real conversation with a leader. No membership, no cost, no registration, no worries.

## Tuesday, January 18, 2022

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### Finance and Administration Committee Meeting

Date and Time: Tuesday, January 18 09:30 a.m.

### Web Presence 101 - Ensuring Your Foundation Is Set (Digital Main Street)

Date and Time: Tuesday, January 18 10:00 a.m. - 11:30 a.m.

Join us to learn the fundamentals to your online web presence, and to make sure you are putting yourself in the best position possible!

### Grow Your Brand on Instagram (Digital Main Street Webinar Series)

Date and Time: Tuesday, January 18 02:30 p.m. - 4:00 p.m.

This workshop is for those that have already dipped your toes into the world of Instagram, and are looking to grow your business's reach on the platform. We'll explore different ways businesses are strategically building your following on Instagram. We'll discuss strategies for account aesthetics, promotions, shopping and ecommerce, "swipe up" links, stories, highlights and more.

#### You'll learn:

- The key parts of Instagram (Grid, Stories, Highlights, Reels) and how to use each
- How to create (and maintain) your brand's aesthetic
- Tips for writing captions that deliver results
- How often you should post to maximize engagement with your followers
- How to properly use hashtags and location tags to increase the visibility of your posts
- How to use Instagram's reporting and analytics to learn what content is performing best

### Transit Advisory Committee Meeting (CANCELLED)

Date and Time: Tuesday, January 18 07:00 p.m.

## Wednesday, January 19, 2022

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### Committee of the Whole Meeting

Date and Time: Wednesday, January 19 02:30 p.m.

### Effective Steps to Creating Social Media Content

Date and Time: Wednesday, January 19 06:00 p.m. - 8:00 p.m.

In this session we will be talking about social media content - from identifying your target market, content planning, design tools and ultimately creating a plan to follow.

## BACD Business Fundamentals: Marketing & Sales

Date and Time: Thursday, January 20 09:30 a.m. - 11:30 a.m.

This session will help you create a marketing plan that targets your ideal customer and help you identify the marketing tactics and sales channels for your business.

## How An Online Store Can Boost Your Business: Free Ontario Program (Digital Main Street)

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## Chamber on Tap (Whitby Chamber of Commerce)

Date and Time: Thursday, January 20 06:00 p.m. - 8:00 p.m.

Chamber on Tap is back online!

Grab a beverage and connect with professionals in a casual atmosphere.

## SEO Fundamentals: Online Webinar

Date and Time: Thursday, January 20 07:00 p.m. - 8:30 p.m.

You have a website, but how do customers find it? You need to drive traffic to your website by making sure your business shows up on Google when customers search. This beginner-level workshop will teach you how to connect your business to customer searches on Google and how to optimize your website and digital presence for Google, without costing you money.

**You'll learn:**

- What Search Engine Optimization (SEO) is and how Google and other search engines work
- How to successfully conduct keyword research so you can choose which keywords will attract the right website visitors
- How to write website content with Google in mind, and how to leverage different types of content to generate the best search engine results
- How listing and ranking websites can increase your SEO power
- How to use social media and links from other websites to improve your Google ranking
- How to measure your SEO efforts to see what's working and what's not

## Durham Environmental Advisory Committee Meeting

## Friday, January 21, 2022

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### Whitby Chamber of Commerce Java Jolt

Date and Time: Friday, January 21 08:00 a.m. - 9:00 a.m.

Twice a month, join members and non-members for a virtual coffee to discuss business-focused topics which will be posted in advance in the Facebook group. For members, by members, this long-standing program continues its primary objective to support the business community and give them an opportunity to network and refer. Join the Java Jolt Facebook group and watch our calendar for more details.

### Durham Region Roundtable on Climate Change Meeting

Date and Time: Friday, January 21 10:00 a.m.

### Durham Nuclear Health Committee Meeting

Date and Time: Friday, January 21 01:00 p.m.

## Tuesday, January 25, 2022

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### Google Analytics for Small Business (Digital Main Street Webinar Series)

Date and Time: Tuesday, January 25 09:00 a.m. - 10:30 a.m.

Ever wondered who's visiting your website, and what they're doing there? Google Analytics can tell you all of that and more. Discover the fundamentals of Google Analytics in this beginner-level webinar.

#### You'll learn:

- How to connect your website to Google Analytics
- How to set up Google Analytics properly to filter out irrelevant traffic
- How to create custom views and set goals within Google Analytics
- How to generate 5 key reports to let you know how your website is performing
- How to configure Google Analytics to automatically send you reports

### #ImmigrantsWork: Improving Strategies and Tools for Harnessing International Talent in the Workplace

Date and Time: Tuesday, January 25 09:00 a.m. - 11:00 a.m.

#### Design Workshop for Employers in the Durham Region

Diverse, immigrant-inclusive workplaces are more innovative, competitive, and resilient. Canadian businesses that invest in immigrant-inclusive workplaces will gain a competitive advantage by attracting talent, expanding to diverse consumers, and ensuring future workforce resilience.

Following a design-thinking approach, participants in this interactive workshop will co-create and improve on practical, implementable solutions to the needs and priorities of local employers.

### 9-1-1 Management Board Meeting

Date and Time: Tuesday, January 25 09:30 a.m.

## Virtual BACD Biz Lunch

Date and Time: Tuesday, January 25 12:30 p.m. - 1:30 p.m.

Here is an opportunity for you to meet other business owners and to open new relationships – you never know what could transpire from those connections. We ask you to come with a smile, share about yourself, an idea, an opportunity or even a challenge you'd like input on.

## Accessibility Advisory Committee Meeting

Date and Time: Tuesday, January 25 01:00 p.m.

## 2022 Income Firestarter (BACD)

Date and Time: Tuesday, January 25 04:00 p.m. - 6:00 p.m.

If you haven't set your 2022 goals yet along with the plan on how to achieve them, this workshop is perfect to catch up and springboard yourself to success.

## Wednesday, January 26, 2022

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### Regional Council Meeting

Date and Time: Wednesday, January 26 09:30 a.m.

### Career + Experiences Expo 2022 (Trent University)

Date and Time: Wednesday, January 26 11:00 a.m. - 2:00 p.m.

### Hire Students from the #1 Undergraduate University in Ontario!

Careerspace at Trent University will be virtually hosting our four-day annual Career Expo. Trent students are eager to take on new challenges in exciting, creative and remote environments. Gain a valuable team member with fresh ideas; we encourage students to explore options to learn and grow through their academics and personal life while also applying the skills they have learned in a professional setting as an engaged member of their community.

January 26 - Health Sciences and Wellness

February 3 - Community and Public Services

February 9 - Business and Technology

February 17 - Natural Resources and Environment

### Social Media for Small Business: Online Webinar (Digital Main Street Webinar Series)

Date and Time: Wednesday, January 26 07:00 p.m. - 8:30 p.m.

Social media can be a very powerful tool for business growth, but first you need to know what it is and how it works. In this fun and interactive workshop, we'll look at the basics of today's popular social media channels—including Facebook, YouTube, Twitter, Instagram, LinkedIn, and Pinterest—and decide which are right for you. You'll develop a social media plan that will drive business results without a big investment of time and energy.

#### You'll learn:

- How other small businesses have built their brands on each social media channel, picking up tips and inspiration for your own social media activities
- What likes, hashtags, shares and retweets are, and how and when to use them
- How to determine the right content and tone for your business's social media posts, and the right time and frequency to post them
- How to develop an editorial calendar, with tips for scheduling and automation
- How to analyze social media metrics and determine which ones to focus on for your business goals

## Startup Grind with Sebastian Alamillo, Leader of KPM-Accelerate

Date and Time: Thursday, January 27 10:00 a.m. - 12:00 p.m.

Kick off the New Year with Spark Centre and Launch Lab at Startup Grind January 27<sup>th</sup> when Founder and CEO of Fractal Workspace, David Robinson, sits down with Sebastian Alamillo, Leader of KPM-Accelerate, for a candid and inspiring discussion about entrepreneurship that every startup needs to hear.

## How An Online Store Can Boost Your Business: Free Ontario Program (Digital Main Street)

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## Durham Region Anti-Racism Taskforce Committee Meeting

Date and Time: Thursday, January 27 07:00 p.m. - 9:00 p.m.

<https://calendar.durham.ca>