

## Sunday, November 7, 2021

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### Bodies in Conflict

Date and Time: Sunday, November 7 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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If you are looking to unleash your inner fairy, you can also make your very own fairy wand. The "Wand Workshop" can be purchased separately (see section below).

Registration required in advance. Program is approximately one hour. Cost per group is \$40 plus tax. Maximum of 5 people per group. Call 905.683.8401 for assistance.

## Monday, November 8, 2021

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### Do It in Durham - Opening Event - Flag Raising

Date and Time: Monday, November 8 8:30 am - 9:00 am

Join us for Do It In Durham's opening celebration. We start with The Regional Municipality of Durham's Regional Chair John Henry talking about why it's a great time to invest in Durham Region. We then hear from the Director of Economic Development and Tourism Simon Gill, followed by Sonia Salomone on the projects Durham is working on.

### 3 Step Simple Strategy in Launching an Online Business (BACD)

Date and Time: Monday, November 8 9:30 am - 11:30 am

Are you looking to start an online business? If so, this is for you. I'll spill the strategy behind 6-7 figure business launches of Million Dollar companies!

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## **Increase Your Sales With ART (Attract-Result-Tell (BACD))**

Date and Time: Monday, November 8 1:30 pm - 2:30 pm

In this workshop, you will receive practical strategies to make your selling experience more enjoyable and profitable without annoying your prospective clients. You will walk away feeling more confident to effectively sell yourself and the Result that your product or service provide.

## **Tuesday, November 9, 2021**

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### **General Meeting & Networking Breakfast (APBOT)**

Date and Time: Tuesday, November 9 7:30 am - 9:30 am

At this networking event, attendees will enjoy a combination of informal and formal networking.

### **Creating a Profitable Business that Supports Your Prosperous Life (BACD)**

Date and Time: Tuesday, November 9 9:00 am - 10:00 am

In this workshop, you will: Learn how to get off the "Ignore and Panic Cycle of Business Finances", gain clarity how their pricing is impacting their business and learn a step-by-step process to review their pricing strategy.

### **Finance and Administration Committee Meeting**

Date and Time: Tuesday, November 9 9:30 am

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## **Branding - So Much More Than a Logo (BACD)**

Date and Time: Tuesday, November 9 10:00 am - 11:30 am

In this interactive 90-minute session, you'll discover the keys to surprise and delight a customer time and time again.

## **The Simple Sales Funnel Workshop (BACD)**

Date and Time: Tuesday, November 9 3:30 pm - 5:00 pm

We'll be covering what a basic business sales funnel is and how it is the lifeline of your business. We'll also talk about the value of a main offer and being able to consistently send your audience to it.

## **Social Media for Small Business: Online Webinar (The Ontario Grants Webinar Series)**

Date and Time: Tuesday, November 9 7:00 pm - 8:30 pm

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

## **Durham Agricultural Advisory Committee Meeting**

Date and Time: Tuesday, November 9 7:30 pm

## **Wednesday, November 10, 2021**

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### **Envision Durham Information Session delivered by the Durham Region Planning Division**

Date and Time: Wednesday, November 10 9:30 am

### **Committee of the Whole Meeting**

Date and Time: Wednesday, November 10 9:30 am

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## **How to Create Social Media Content that Attracts Your Aligned Audience (BACD)**

Date and Time: Wednesday, November 10 10:30 am - 12:00 pm

This session will help guide you to create a foundation for your content planning that will save you time and build your confidence.

## **Do it in Durham - Networking Lunch (BACD)**

Date and Time: Wednesday, November 10 12:00 pm - 1:30 pm

Join us for the Do It In Durham networking lunch - meet up with those you have already met this week, plus have some fun speed networking using a new app.

## **How to Innovate from the Inside Out (BACD)**

Date and Time: Wednesday, November 10 3:30 pm - 5:00 pm

Innovate from the Inside Out will help entrepreneurs navigate the bumps in the road with a new sense of delight rather than dread.

## **TechEx (Spark Centre)**

Date and Time: Wednesday, November 10 5:30 pm - 7:30 pm

TechEx offers a fantastic opportunity to network with experts in the field, learn more about how these technologies can benefit your business, and more.

## **Peter Perry & Business Achievement Awards (Whitby Chamber of Commerce)**

Date and Time: Wednesday, November 10 6:30 pm - 8:00 pm

Since 1955, Whitby has had the distinct pleasure of honouring outstanding accomplishments in the community. This tradition continues with recognizing local businesses that have demonstrated a passion for excellence, a commitment to their community and a strong entrepreneurial spirit at the Peter Perry & Business Achievement Awards hosted by the Whitby Chamber of Commerce (WCC).

## **Thursday, November 11, 2021**

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### **3 Ways Your Website Can Break or Boost Your Brand (BACD)**

Date and Time: Thursday, November 11 9:00 am - 10:15 am

Learn how to bring your visitors on a clear journey full of loyalty-building elements that genuinely connect with your audience.

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## **Legal Masterclass – Maintaining Corporate Records (Suresh Law) (BACD)**

Date and Time: Thursday, November 11 1:00 pm - 2:00 pm

In this masterclass, Suresh will be discussing the importance of maintaining corporate records.

## **Pickering Fairy Tours**

Date and Time: Thursday, November 11 4:00 pm - 9:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

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If you are looking to unleash your inner fairy, you can also make your very own fairy wand. The "Wand Workshop" can be purchased separately (see section below).



Registration required in advance. Program is approximately one hour. Cost per group is \$40 plus tax. Maximum of 5 people per group. Call 905.683.8401 for assistance.

## **What to Know About SEO: Practical Tips for Business Owners (BACD)**

Date and Time: Thursday, November 11 5:00 pm - 6:30 pm

Join us to learn more about Search Engine Optimization (SEO) and how it impacts your business. Information shared will include on page SEO, off page SEO and specific strategies like blogging and mobile optimization

## **Friday, November 12, 2021**

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### **Stop Talking: Your Customers Are Telling You What They Want (BACD)**

Date and Time: Friday, November 12 9:30 am - 10:30 am

"Stop Talking..." is about leaning into the social side of social media. Social listening means paying attention to when and how people talk about you, your competitors and your industry, and what you can do with that information.

### **IP Masterclass – Practical Considerations in Developing your IP Strategy (BACD)**

Date and Time: Friday, November 12 10:00 am - 11:00 am

This workshop will cover key aspects of IP strategy including learning how to use different IP rights to protect your technology and brand, reduce your risk, and be investment ready.

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## **What Goes Into a Perfect Pitch? (BACD)**

Date and Time: Friday, November 12 3:30 pm - 4:30 pm

Learn the essential steps to putting together the perfect pitch.

## **Pickering Fairy Tours**

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## **Networking Happy Hour with Mayor Don Mitchell (BACD)**

Date and Time: Friday, November 12 4:30 pm - 5:30 pm

Do It In Durham. You'll meet some fantastic local businesses - No need to prepare anything - just turn up with a can-do attitude and be ready to make some great contacts.

## **Saturday, November 13, 2021**

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<https://calendar.durham.ca>