

## Sunday, November 21, 2021

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### Bodies in Conflict

Date and Time: Sunday, November 21 10:00 a.m. - 4:00 p.m.

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9 143 Simpson Avenue, Bowmanville, L1C 2H9

Bodies in Conflict brings together three artistic practices that examine histories of bodily traumas associated with different ingestible substances. Through large-scale installations and video, artists will create several new site-specific installations that critically detail the historical and ongoing subjugation of historically oppressed communities through their relationship to specific in/organic consumed materials.

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## Monday, November 22, 2021

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## Chamber on Tap (Whitby Chamber)

Date and Time: Monday, November 22 06:00 p.m. - 8:00 p.m.

Address: Town Brewery 1632 Charles Street, WhitbyTown Brewery 1632 Charles Street, Whitby

Chamber on Tap is back in-person! This time we're visiting proud member Town Brewery! Grab a beverage and connect with professionals in a casual atmosphere. Sample some amazing beverages at your own cost, while included in your price is a choice of two light snacks. So, make sure to grab dinner in advance. Choice of snacks include: a soft baked pretzel, guacamole & chips, and three different Jamaican-style patties.

## Tuesday, November 23, 2021

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### Grow Your Brand on Instagram (The Ontario Grants Webinar Series)

Date and Time: Tuesday, November 23 09:00 a.m. - 10:30 a.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

### BACD Start Up Session

Date and Time: Tuesday, November 23 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.

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## **Accessibility Advisory Committee Meeting**

Date and Time: Tuesday, November 23 01:00 p.m.

## **Energy from Waste-Waste Management Advisory Committee (EFW-WMAC) Meeting**

Date and Time: Tuesday, November 23 07:00 p.m.

# **Wednesday, November 24, 2021**

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## **Regional Council Meeting**

Date and Time: Wednesday, November 24 09:30 a.m.

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## BACD Business Fundamentals: Marketing & Sales

Date and Time: Wednesday, November 24 02:00 p.m. - 4:00 p.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.

## Social Media Content: Strategy and Planning (The Ontario Grants Webinar Series)

Date and Time: Wednesday, November 24 02:30 p.m. - 4:00 p.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

## Thursday, November 25, 2021

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## Startup Grind Presents Jennifer Osborne, Search Engine People

Date and Time: Thursday, November 25 10:00 a.m. - 12:00 p.m.

Join Spark Centre and Launch Lab November 25th as Hailey Wright, Director of Economic Development Services with the City of Oshawa sits down with Jennifer Osborne, President and CEO of Search Engine People.

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## BACD Business Plan Masterclass

Date and Time: Thursday, November 25 02:00 p.m. - 4:00 p.m.

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.

## Friday, November 26, 2021

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Address: 143 Simpson Avenue, Bowmanville, L1C 2H9 143 Simpson Avenue, Bowmanville, L1C 2H9

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## WINTER WONDERLIGHTS Newcastle Community Hall Lighting

Date and Time: Friday, November 26 06:00 p.m. - 8:00 p.m.

Newcastle BIA Presents..

WINTER WONDERLIGHTS

Newcastle Community Hall Lighting.

November 26, 2021 - 6:00p.m. - 8:00p.m.

Watch in person or online via Facebook.

Please bring a non-perishable food item in support of the Clarington East Food Bank.

A socially distant special guest will arrive at 5:30p.m.

See map of participating businesses.

## Saturday, November 27, 2021

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<https://calendar.durham.ca>