



**Small Business Advisory Centre**

Smiths Falls | Lanark County

## **UPCOMING SEMINARS & WORKSHOPS**

*Space is limited...Register Early*

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**MARCH 8, 2018**

### **SEO BASICS – SEARCH ENGINE OPTIMIZATION**

9:00 AM – 12:00 PM

Learn the basics of using Search Engine Optimization (SEO) to increase awareness of your business online.

**MARCH 8, 2018**

### **MAILCHIMP – CREATING EFFECTIVE MARKETING CAMPAIGNS**

1:00 PM – 3:00 PM

Learn how to grow your businesses email mailing list and market to your clients using MailChimp, incorporating beautiful graphics and great sales copy.

**MARCH 22, 2018**

### **CREATING KILLER CONTENT FOR WEBSITES**

10:00 am-12:00 pm

Learn how to blend together storytelling and web content to connect to your audience.

**MARCH 27, 2018**

### **FACEBOOK ADS**

10:00 AM – 12:00 PM

This hands-on workshop will guide participants through the Facebook advertising types, including boosted posts and clicks to website. Participants must already have Facebook Business Page.

**MARCH 27, 2018**

### **CREATING GRAPHICS FOR SOCIAL MEDIA**

1:00 PM – 3:00 PM

This hands-on workshop will guide participants through the creation of graphics to be used on social media platforms.

**APRIL 12, 2018**

### **PROFIT THROUGH PEOPLE**

9:00 AM – 12:00 PM

Learn how to target and hire the RIGHT people to achieve your goals and foster a positive environment that maximizes performance.

**MAY 10, 2018**

### **SUCCESS THROUGH SERVICE**

9:00 AM – 12:00 PM

Dynamic and interactive, this workshop is designed to strengthen skills and motivate consistent delivery of memorable customer service – a key factor is building loyalty.

**MAY 24, 2018**

### **BUSINESS SUCCESSION PLANNING**

9:00 AM – 11:00 AM

Discover the basics of Business Succession Planning with topics covering taxation, types of business structures, facts on succession plan, and more.

**JUNE 14, 2018**

### **CASH RULES**

10:00 AM – 12:00 PM

Learn the tips, tricks and traps of cash management. Attend this session to understand how to raise cash, how to manage it, and how to make sure you don't run out.

**JUNE 14, 2018**

### **DESKTOP VS. CLOUD COMPUTING**

1:00 PM – 3:00 PM

Compare the differences between Cloud computing vs. tried-and-true desktop software such as QuickBooks.

**For more details and to pre-register, visit our website at**  
**<http://smallbizcentre.ca/events-and-seminars/>**