



Community Futures East Interlake Inc.
Attention: Jim Park, Business Development Analyst
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FREE Business Seminars at Community Futures East Interlake

Tuesday, Oct 13 1:45 pm – 2:45 pm Selling Your Product or Service to the Province of Manitoba

The key to selling to the Manitoba Government is to first understand what the government buys. The range of goods and services required by departments and their programs in the Manitoba Government are extensive and varied. This round table discussion should answer most of your questions on selling your products or services to the Province of Manitoba.

Tuesday, Oct 13 3:00 pm – 4:00 pm Selling Your Product or Service to the Government of Canada

How do you sell your products or services to the federal government? Learn the government's buying procedures and find out more about the online bidding process and Contracts Canada.

Thursday, Oct 15 10:00 am – 12:00 pm Business Opportunities and Ideas – Choosing the Right One!

So you want to start a business. Have you already decided what kind of business? Did you make an informed choice? If you have no solid idea yet, how do you look for a business opportunity or idea? If you think you have an idea, how do you evaluate it? Attend this session that will help you explore business opportunities and ideas, learn about factors and trends that could impact your choice, and how to pick the right business.

Monday, Oct 19 10:00 am – 12:00 pm I am Accessible – Embracing Diversity in the Workplace

Accessibility — it's more than just moving office furniture and widening doors! It's not just about finding the best parking space! The "I am Accessible" workshop is a human resource tool designed to explore various disability issues in the workplace. Participants will receive the "I am Accessible" manual and learn about the following: myths about people with disabilities; the job interview; "invisible" disabilities; and product/service accessibility

Monday, Oct 19 12:30 pm – 2:30 pm Marketing 1 – Marketing Basics

This seminar introduces the participants to the most basic of marketing concepts. The overriding lesson is that marketing is a multi-faceted discipline that involves much more than just selling. We begin laying out the stages of a marketing plan, go over the 4 Ps, and discuss relevant examples.

Monday, Oct 19 2:30 pm – 4:30 pm Marketing 2 – Marketing Research

Market Research is the foundation of any new venture. This seminar will teach you how to put together a research plan using quantitative and qualitative research that will assist you in helping people evaluating a business idea, and evaluating a market. We stress that research is a key to finding financing as a part of your business plan, and will serve as a guide to all your marketing efforts.

Tuesday, Oct 20 10:00 am – 12:00 pm Marketing 3 – Advertising and Promotion

Many people mistake advertising for marketing, a mistake that costs business owners money and resources. This seminar teaches how to properly assess the best advertising vehicles for a business, how to do promotion, and how to leverage publicity. We will look at practical Advertising and Promotion solutions for your business allowing you to critically evaluate your options.

Dates, times and locations are subject to change and/or cancellation. Seminars are available in Riverton, Ashern, Selkirk, or Winnipeg. Call CFEI at (800) 378-5106 for more details or to register.



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Tuesday, Oct 20 2:30 pm – 4:30 pm Marketing 4 – Developing a Marketing Plan

The marketing plan is an essential part of a business plan. This seminar helps the participant wrap up the lessons learned in Marketing Basics, Market Research, and Advertising and Promotion and put them into a plan of action.

Wednesday, Oct 21 10:30 am – 12:00 pm PST: An Introduction to PST

This hour and a half session will provide you with an overview explaining the application of provincial sales tax for businesses operating in Manitoba. Whether your business is selling goods, providing services, or both, find out the registration requirements and how provincial sales tax applies to your business.

Wednesday, Oct 21 12:30 pm – 3:30 pm GST Information Workshop

This session is designed for business owners who want to learn the basics of the GST/HST. Topics include methods to simplify the remittance of GST and how to complete the GST return.

Thursday, Oct 22 10:00 am – 12:00 pm How to Buy a Business

Buying a business can be a quick way to enter a market or expand your market share. But it can also lead to disaster if it is not done carefully. We will review the upside of buying a business (versus starting), but focus mainly on the risks and issues to be aware of.

**Friday, Oct 23 10:00 am – 12:00 pm Murray Conron & Burke Campbell presents a
2 part speaker event: “Social Media
Marketing: Get your Buisness on the Internet
Grapevine”**

Murray Conron will bring you up to date on the emerging use of Internet social media to market your small business products and services. He discusses the why and how to set up a dynamic base to tap into this vast social network of consumers. Also, the new source of feedback you get from this marketplace will help you determine trends and so suggest where to direct your ongoing business plan and development. As a freelance contributor to many articles on Internet technologies, Murray will demonstrate online examples of small and large businesses (and charitable causes) who have benefited from their presence on such websites as facebook, twitter, and Youtube.

**1:00 pm – 3:00 pm “Publicity for your Business: How to Get it,
Use it and Live it”**

Campbell will give practical tips and examples about how you can prepare yourself to gain valuable publicity for your business. As a free-lance writer for the Financial Post, Burke will discuss what's it like for a working journalist to deal with entrepreneurs and how to avoid roadblocks in gaining coverage. Most important, Burke will tell you how to take your publicity and “live it!”.

**Monday, Oct 26 12:00 pm – 2:00 pm Microsoft Office Word 2003 –
Tips for Small Business**

This course will provide participants with Word advanced tools for professional and consistent document creation. Topics include: styles, table of contents, document map, bullets and numbering, headers and footers, page numbering. Prerequisite: Good working knowledge of Word 2003

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**Monday, Oct 26 2:30 pm – 4:30 pm Microsoft Office Excel 2003 –
Tips for Small Business**

This seminar will provide participants with a comprehensive look at formulas and functions in spreadsheets. Topics include: basic formulas, absolute referencing, and several functions (examples: AVERAGE, SUMIF, COUNTIF, IF, VLOOKUP, TODAY, NOW, CONCATENATE, ABSOLUTE, ROUND). Prerequisite: Good working knowledge of Excel 2003.

Tuesday, Oct 27 10:00 am – 12:00 pm PowerPoint 2003 – Tips for Small Business

This course will introduce participants to advanced tools as well as presenting tips, tricks and best practices on PowerPoint 2003 topics such as organizational charts, graphs, masters, headers, footers, branches, animation, custom shows, hyperlinks, and templates. Also highlighted are the “do’s” and “don’ts” of creating powerful presentations. Prerequisite: Basic working knowledge of PowerPoint 2003.

**Tuesday, Oct 27 6:00 pm – 9:00 pm Protect Your Assets – How much of
your business is lost to theft?**

According to a survey done by the Retail Council of Canada, 48% of retail losses were due to internal theft, ahead of external theft at 31%. You work hard to have a successful and thriving business, but how much is walking out the door because of dishonest employees and customers? This session will uncover some of the threats to your business, and provide tools and techniques to help you prevent unnecessary losses. We will also discuss credit card fraud, debit card fraud and other threats to your business.

Wednesday, Oct 28 10:00 am – 1:00 pm CRA: Small Business Tax Information Workshop

This seminar is for people who have just started or are about to start an unincorporated small business. Topics include how to keep books and records, types of income to report and expenses to claim, filing requirements and rights and obligations.

Wednesday, Oct 28 2:30 pm – 4:30 pm Selling and Negotiating to Win

This seminar focuses on the need for developing and strengthening selling and negotiation skills, while keeping in mind the need to maintain lasting, beneficial relationships with all clients and with all members of the business. – Peers, co-workers, managers and direct reports.

Topics:

- Fundamentals of selling
- Negotiating to win
- Communicating your ideas, messages visions
- Active listening skills
- The importance of body language
- Asking the right questions
- Overcoming objections
- Negotiation-selling strategies

Thursday, Oct 29 10:00 am – 12:00 pm How to Start a Business in Manitoba

This seminar covers all of the issues you will need to consider when starting your own business, including: forms of business organization; legal considerations; name registration; taxation; licensing requirements; home based businesses; financing options; and more.

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