



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

Tuesday, Dec 1 7:00 pm – 8:30 pm Through The Gallery Doors – The Business Side of Art
From personal experiences washed with trial, error and triumph, Jordan Miller will speak on different ways to approach marketing as an artist entrepreneur and as a gallery owner. In this workshop, artists will discuss and learn about: 1) Value of networking; the right organizations to join; 2) Professionalising your portfolio; photography; artist statements; resumes; biographies; 3) how to approach galleries; and 4) pricing your work.

Monday, Dec 7 12:00 pm – 4:00 pm Online Marketing and Sales for Artist Entrepreneurs
Who is working for you when you're not? Find out how your website can become your most valued employee - selling your product or service, making sales and taking money, collecting leads and growing your profits, while you focus on doing what you love. This workshop will detail what you need to know to get your website working for you, beyond just being your portfolio. Get your "money for nothing and your clicks for free!"

Tuesday, Dec 8 10:00 am – 12:00 pm Marketing Part 1: Marketing Basics
This seminar introduces the participants to 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.

Tuesday, Dec 8 12:00 pm – 2:00 pm Marketing Part 2: Marketing Research
Market Research is the foundation of any new venture. This seminar will teach how to put together a research plan using quantitative and qualitative research that will assist 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.

Wednesday, Dec 9 10:00 am – 12:00 pm Marketing Part 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, and 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.

Wednesday, Dec 9 12:00 pm – 2:00 pm Marketing Part 4: Developing a Marketing Plan
The marketing plan is an essential part of a business plan. This seminar helps the student wrap up the lessons learned in Marketing Basics, Market Research, and Advertising and Promotion and put them into a plan of action.

Wednesday, Dec 9 5:00 pm – 7:00 pm How to Start a Business in Manitoba
This seminar covers all 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 business; financing options; and more.

Thursday, Dec 10 10:30 am – 12:00 pm PST: An Introduction to Provincial Sales Tax
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.

Thursday, Dec 10 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.

Monday, Dec 14 2:00 pm – 4:00 pm Social Enterprise 101
Social enterprises are businesses with a multiple bottom line. There are different structures of social enterprises. We'll review the main structures and discuss various examples in our community and in other parts of the country.

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



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Wednesday, Dec 16 10:45 am – 11:45 am 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.

Wednesday, Dec 16 12:00 pm – 1:00 pm Selling your Product or Service to the Government of Canada

Learn the government's buying procedures and find out more about the online bidding process and Contracts Canada.

Thursday, Dec 17 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 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.

Friday, Dec 18 10:00 am – 12:00 pm Search Engine Part 1: Optimization – On-Page Tactics

Learn how to make your pages better optimized for search engines. Participants will learn how to avoid common mistakes that prevent search engines (or visitors) from finding their sites. These techniques will make your pages more "search engine friendly", but will also make your pages more usable and navigable.

Friday, Dec 18 12:30 pm – 2:30 pm Search Engine Part 2: Marketing – Off-Page Tactics

Basic understanding of Search Engine optimization will be assumed. Take your site to the next level of search engine marketing by learning what you can do "off the page" to increase your visibility to search engines as well as to users. Learn about organic search engine marketing and link building as well as other ways you can build your online presence.

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