

Vaughan small business week

EVENT CALENDAR

MONDAY, OCT. 21

OPENING CEREMONY

Welcome Message from Mayor Maurizio Bevilacqua followed by a Networking Breakfast
Keynote Speaker: Tsufit

City Hall - Foyer & Multipurpose Room
2141 Major Mackenzie Drive

Described by The Toronto Star as "a starburst of energy—bright, bubbly and upbeat", TSUFIT is the author of the Award-Winning book, Step Into The Spotlight! - A Guide to Getting Noticed.



Sponsored by: Fontana Gardens



Sponsored by: Sunlife Financial

TRANSFORMING YOUR ADVERTISING APPROACH TO THE 21ST CENTURY

Speaker: Sam Rad (You Save Here)

City Hall - Multipurpose Room
2141 Major Mackenzie Drive

There has been a revolution in advertising; from 30 second ads to robust campaigns, advertising has been transformed from selling to your target market to educating your target market. In this seminar, Sam Rad breaks down today's trends and identifies the key trends to follow to achieve the highest return on investment.

PUTTING THE MAGNIFYING GLASS ON YOUR INDUSTRY

Speakers: Julia Gersh (VBEC) & Anita Frank (Vaughan Public Libraries)

City Hall - Multipurpose Room
2141 Major Mackenzie Drive

The development of a successful business that runs smoothly with good profits and an excellent team of professionals can be largely achieved through research. This session will be hands-on, after which you will leave feeling excited and stress free as you think about the prospect of conducting industry research.



9 STEPS TO TRANSFORMING YOUR BUSINESS

Speaker: Ross Marin (Marin Media Group)

City Hall - Multipurpose Room
2141 Major Mackenzie Drive

In this Seminar, Ross Marin will give you a high level overview of what you need to do to give your business a jolt! Learn how to Re-New, Re-Think, Re-Invent, Re-Position, Re-Dedicate, Re-Investigate, Re-Charge, Re-Brand and Re-Focus so that you can become a leader in your category and bring your business to the next level.

YOUTH ENTREPRENEURSHIP

Speakers: Andrew Guy (Andrew Guy Speaks), James Bartolus (The Startup System) & Michael Eisen (Youth Wellness Network)

Leo and Sala Goldhar
Conference and Celebration Centre
9600 Bathurst Street

From Facebook's Mark Zuckerberg to Dropbox's Drew Houston, there's a growing parade of leadership examples for young people. Becoming a CEO has become more imaginable. This seminar will help our youth to discover the resources available to embark on the incredible journey of entrepreneurship.



TUESDAY, OCT. 22



Sponsored by: Certified Management Accountants of Ontario

BUSINESS + CHARITY = A WIN WIN

Speaker: Paula Curtis (Vaughan Chamber)

McMichael Art Galley - Founders Lounge
10365 Islington Avenue

This session will provide you with key insights to understanding how business and charitable organizations can partner together and achieve innovative success. You will learn how business can effectively engage charity and vice-versa; producing new opportunities and a Win Win advantage.

WEBINAR: MEASURE, LEARN, PLAN

Speaker: Diane Kelleher (kAos Group)
View it on your computer or join us at the Vaughan Chamber

Vaughan Chamber of Commerce
25 Edilcan Drive, Unit 2

In this interactive session participants will learn:

- The key areas of business functionality
- Three key elements to daily success with your inbox
- The Core Four™ method for ultimate paper control



Sponsored by: BDC & Bull's Eye Business Consulting

MAXIMIZE THE POTENTIAL OF YOUR BUSINESS THROUGH GLOBAL TALENT

Speaker: Samantha Timbers (COSTI)

COSTI
Jane & Highway 7

Samantha Timbers will illustrate to businesses how spectacular transformations are possible with extraordinary human resources. COSTI is a gateway to talent from abroad, to fresh thinking, and to motivate employees.

FINANCE NIGHT

Opening Speaker: Suzanna Keselman (inNumberstic)

City Hall - Multipurpose Room
2141 Major Mackenzie Drive

Attaining the funding required to implement your business plan can feel like a puzzle for many entrepreneurs. This interactive session will allow businesses to learn about the options available to them, including loans for equipment purchasing and leasehold improvements, loans for working capital, loans for information technology investments, funding opportunities for export businesses, and much more.



WEDNESDAY, OCT. 23



MAKE YOUR HOME BUSINESS A SUCCESS

Speakers: Sarah Zeldman (WIBV & E-Marketing Maven), Carolyn Dickinson (Supermom Entrepreneur), Janet Aizenstros (JAOM) & Patricia Curto (Vaughan Mompreneurs)

The Country Club - Club Links
20 Lloyd Street

In this panel discussion, participants will benefit from insights about how to overcome the challenges of running a home business, such as doing more with less resources, offering superior client service to give the experience of a well-oiled corporation, maintaining productivity, and attracting virtual business.

INFORMATION TECHNOLOGY

Speaker: Ravi Dindayal (BDC)

BDC Business Development Bank
3901 Highway 7

Implementing IT strategies in your business can truly transform your potential for success. Learn what opportunities are available to you to give your business the Technology boost it needs to stay competitive.

THE NEW ANTI-SPAM LEGISLATION & HOW IT WILL AFFECT YOUR EMAIL MARKETING

Speaker: Maureen McKay (McKay Legal)

Bathurst Clark Library
900 Clark Avenue West

Topics will include:

- What constitutes a "commercial electronic message" (CEM) and what kinds of media does the CASL cover?
- What kind of consent will business owners need to ensure is obtained before a CEM is sent? and more...

DRESS FOR SUCCESS

Speaker: Antonella Haas (Nell's Angels)

HR2 (Vaughan Mills)
3175 Rutherford Road

Over the past few decades self image and appearance has taken on an increasingly important role in the business world. Who you are and what you look like applies to both the physical and psychological aspect of the image issue, which relates to the brand you are projecting. This live fashion show will uncover the importance of self-image in the business world, illustrating that Dress for Success goes beyond clothing.

THURSDAY, OCT. 24



FINDING PEACE IN YOUR BUSINESS; MANAGING YOUR STRESS

Speaker: Susan Opanel (Intelligent Office)

Intelligent Office
400 Applewood Crescent, Suite 100

Stress is unavoidable in the world of entrepreneurial work but the key is making sure that the stress does not have a negative impact on your success. During our seminar we will be looking at strategies that will transform this stress into economic and personal growth. Business success is only a victory if it is appreciated with a healthy mind and body.

HOW TO BOOST YOUR REVENUE WITH A BUSINESS PLAN

Speaker: Julia Gersh (VBEC)

Maple Library
10190 Keele Street

In this Seminar, Julia Gersh will identify the business planning exercises that every business must practice on a regular basis in order to insure growth in the company's revenues.

BUSINESS SUCCESS FOR NEWCOMERS

Speaker: David Cohen (The Boomer Business Coach)

Vaughan Welcome Centre
9100 Jane Street, Building H, Units 56-67

The pace of growth in self-employment among immigrants has risen dramatically over the past two decades. Currently close to 20% of self-employed are immigrants. In this seminar, you will learn how you can transform your life through entrepreneurship.

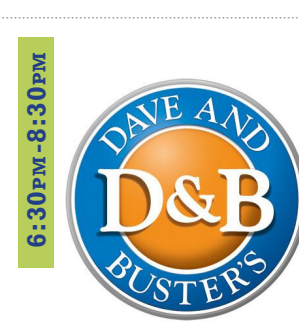
HOW TO PROMOTE YOUR BUSINESS WISELY THROUGH MEDIA

Speakers: Vaughn's Media Partners

Novotel Vaughan
200 Bass Pro Mills Drive

The success of a business is largely determined by how well a business can build awareness within its target market. Both traditional and modern forms of media are key to developing awareness, and delivering a message. This interactive seminar will allow businesses to learn about the opportunities available to them, and how to determine what forms of advertisements are most suitable to them.

FRIDAY, OCT. 25



GROWING YOUR ENTREPRENEURIAL SKILLS THROUGH BUSINESS LITERACY

Speaker: Cheryl Rankin (Fit for Business)

Bathurst Clark Library
900 Clark Avenue West

The foundation of any successful small business is selling a product or service for a profit. However, that level of financial acumen is not enough to make a business successful. There are many additional ways to make money if you have the financial knowledge to do so. By expanding your awareness of how money works in business, you can increase the odds by being successful.

SUCCESSION PLANNING

Speakers: George Mathew, Kathryn Bennett, LL.B., T.E..P., Bryan McNulty, LL.B

City Hall - Multipurpose Room
2141 Major Mackenzie Drive

In this session, learn when to plan for Business Succession. Find out how to protect your hard earned assets without being lost in succession and develop early strategies that can be set in place long before retirement.

TRANSFORMING YOUR SALES APPROACH - WHAT'S CHANGED IN SALES?

Speaker: Eloise Pasianotto (Effective Professional Consulting Group)

SpringHill Suites by Marriott
Toronto Vaughan
612 Applewood Crescent

Learn how the Sales process has changed, why what used to work is no longer good enough and what you need to do to transform and increase your sales effectiveness.

CLOSING CEREMONY AND NETWORKING EVENT

DAVE & BUSTER'S
120 Interchange Way

Join us on our final evening of networking with fellow business owners, friends and colleagues while enjoying refreshments, courtesy of Dave & Buster's

CONTRIBUTING SPONSORS:



TO REGISTER FOR THESE EVENTS PLEASE CALL **905.832.8526** OR VISIT **Vaughan.ca/vbec**