



Training Calendar

Seminars and Workshops

March to August 2010



WOMEN'S ENTERPRISE CENTRE
CENTRE D'ENTREPRISE DES FEMMES

Main Floor 207 Donald Street
Winnipeg, Manitoba R3C 1M5

Tel: (204) 988-1860

Fax: (204) 988-1871

Toll free: 1-800-203-2343

E-mail: wecinfo@wecm.ca

Website: www.wecm.ca

Seminars and Workshops

The Women's Enterprise Centre of Manitoba seeks to fill the experience gap that faces many women entrepreneurs. Over the years, the team has developed a variety of seminars that specifically addresses the unique needs of women at various business stages. These interactive, hands-on sessions are offered regularly throughout the year. They have been developed to guide you through three distinct stages: exploring the concept of entrepreneurship and planning your business (Business Basics); gathering tools and knowledge that you can immediately apply to the operation of your business (Developing Your Business); and sessions aimed at helping you take your business to the next level (Experience Speaks). The following pages describe the sessions and provide dates and times of delivery.

BUSINESS BASICS

These are introductory sessions for women in the early stages of business planning and start-up. They will provide you with the information you need to launch your business successfully. Business Basics consists of:

1. Welcome to Business (no charge)
2. Business Plan Development Series (\$25/session)

DEVELOPING YOUR BUSINESS

On most Thursday evenings between September and June, the Women's Enterprise Centre offers seminars on a variety of topics. Each has been designed so that you can immediately apply the information to the operation of your business. Some of the sessions are delivered by guest facilitators, others by WEC staff with expertise in a particular area. Sessions have been divided into topic areas for easy reference. (\$30/session)

EXPERIENCE SPEAKS

Sessions are offered occasionally throughout the year and bring together established women business owners for insightful sessions aimed at helping you take your business to the next level. The Experience Speaks sessions are facilitated by industry professionals who will provide an in-depth look at business management topics.

REGISTRATION DETAILS

The sessions take place at:

Women's Enterprise Centre of Manitoba
Main Floor, 207 Donald Street, Winnipeg

Please register online or by calling 988-1860 or 1-800-203-2343

Prepayment is required to reserve your spot in a session. Payment can be made with Visa, MasterCard, Interac or cheque. Payment is not refundable or transferable to other sessions.

Please arrive 15 minutes before the start of the session.

Business Basics

Welcome to Business

March 24 (6:30 to 8:30 pm)

April 8 (6:30 to 8:30 pm)

April 29 (6:30 to 8:30 pm)

May 6 (6:30 to 8:30 pm)

May 20 (6:30 to 8:30 pm)

June 10 (6:30 to 8:30 pm)

July 8 (6:30 to 8:30 pm)

August 19 (6:30 to 8:30 pm)

Starting a business is an appealing idea for many women, but do you have what it takes to be a successful entrepreneur? This session helps you explore the advantages and challenges of being self-employed. It will also provide you with answers to frequently asked questions including: How do I register my business name? Do I require any special licenses and permits? How do I finance this idea? Business analysts from the Women's Enterprise Centre will guide you through the resources available at the Centre and throughout the community to help you put your dream into action.

No Charge

Business Plan Development Workshop Series

What is a business plan and why do I need one? A business plan is a critical tool for outlining the strategy and developing the tactics to manage your business. It is a document that organizes all the information derived from your research and explains how you will start and operate your business. This interactive six-part series provides in-depth instruction on preparing each section of the business plan. While you don't have to take the sessions all at once, it is recommended that you take them in order and in the following clusters: Research and Exploration followed by Analysis and Evaluation; Marketing (two parts); Operations and Financial Projections. **\$25/session**

Research and Exploration (Workshop 1)

March 8 (9 am to noon)

April 12 (5:30 to 8:30 pm)

May 10 (9 am to noon)

June 7 (5:30 to 8:30 pm)

July 12 (9 am to noon)

August 9 (9 am to noon)

This session assists participants in exploring, refining and researching their business concept. Research tools and techniques will be discussed so that participants will understand what research they need to develop a realistic and effective plan and how to obtain this information.

Analysis and Evaluation (Workshop 2)

March 9 (9 am to noon)

April 13 (5:30 to 8:30 pm)

May 11 (9 am to noon)

June 8 (5:30 to 8:30 pm)

July 13 (9 am to noon)

August 10 (9 am to noon)

Participants will learn how to analyze the research information they have collected in order to have a strong foundation for their marketing and operational strategies.

Business Basics Cont'd

Marketing Parts I and II (Workshops 3 and 4)

March 11 and 15 (9 am to noon)

April 14 and 19 (5:30 to 8:30 pm)

May 13 and 17 (9 am to noon)

June 9 and 14 (5:30 to 8:30 pm)

July 14 and 19 (9 am to noon)

August 11 and 16 (9 am to noon)

This two-part session covers the strategic and tactical aspects of marketing your enterprise. Participants will explore a number of marketing approaches and will begin work on their own marketing plan. They will also learn how to design sales forecasts and will be introduced to key financial terms that will be used in the development of budgets and projections.

Operations Plan and Financial Projections (Workshop 5)

March 16 (9 am to noon)

April 20 (5:30 to 8:30 pm)

May 18 (9 am to noon)

June 15 (5:30 to 8:30 pm)

July 20 (9am to noon)

August 17(9 am to noon)

This session explores the operational plan by helping participants identify effective processes and systems, and consider the physical and human resources required to ensure the business will be able to meet its sales and marketing objectives. It then moves into a discussion of sales forecasts and budget numbers to develop realistic financial projections for the business. They will explore the importance of the income statement, balance sheet and cash flow.

Feasibility and Risk Analysis (Workshop 6)

March 18 (9 am to noon)

April 21 (5:30 to 8:30 pm)

May 20 (9 am to noon)

June 16 (5:30 to 8:30 pm)

July 21 (9 am to noon)

August 18 (9 am to noon)

Participants will continue working on the cash flow statement and then analyze the feasibility of their business strategy based on their financial projections. They will also identify potential risks and create plans to mitigate those risks.

See page 1 for registration details or visit www.wecm.ca

Developing Your Business

FINANCE

Shoe Boxes are for Shoes

May 13, (6:30 to 8:30 pm)

\$30

Stuffing business receipts, invoices and bank statements into a shoe box is definitely not the best way to track your spending and income. This down-to-earth seminar will get you started on the 'right foot' by introducing you to bookkeeping basics. You will become familiar with bookkeeping terminology and get an understandable overview of the debits and credits system so that when it is time to set up your books, you won't be caught 'flat footed'.

MANAGEMENT

Managing Your Inventory: What You Need to Know to Enhance Profitability

March 25 (6:30 to 8:30 pm)

\$30

For many business owners, inventory is their largest asset, so it goes without saying that effective management of that asset is critical to business success. If you are regularly selling inventory and then 'topping it up', how can you tell if you are managing it well enough to make an optimal profit? This session will cover the relatively easy mathematical formulas that will help you determine whether you are turning your inventory quickly enough and if not, what you should do about it. The session will also give you the tools and knowledge to examine whether you have enough or too much inventory and how this will affect your bottom line. You will learn the key elements of a good inventory management plan and gain valuable implementation tips. This session is facilitated by Maurice McCarthy, a business analyst at the Women's Enterprise Centre who gained tremendous knowledge and experience in inventory management during his many years in the retail and manufacturing sectors.

See page 1 for registration details or visit www.wecm.ca

Developing Your Business Cont'd

MANAGEMENT CONT'D

Ask a Lawyer

April 15 (6:30 to 8:30 pm)

\$30

As a business owner, you have no choice but to be aware of the legal aspects of starting and operating a business. This workshop provides participants with the opportunity to spend two hours with Winnipeg lawyer, Maria Grande from Thompson Dorfman Sweatman. Maria will cover a variety of topics including: the pros and cons of various business structures; what to look for in a lease agreement; what you should know about contracts and intellectual property (copyrights, trademarks, patents, industrial design, trade secrets); the necessity and benefits of partnership agreements; and, when you should absolutely seek the advice of a lawyer. There will be a time for questions.

What Do You Mean I Missed Lunch? Getting a Grip on Time

June 3 (6:30 to 8:30 pm)

\$30

It has been said that "time can't be managed, time is uncontrollable, we can only manage ourselves and our use of time". As business owners, there is a need to manage the day-to-day demands and also handle the surprise curves that come our way, often making it seem like there just aren't enough hours in the day. This interactive session will provide practical actions and strategies for solving time management challenges, explore powerful principles for beating procrastination, help you kick the adrenaline habit, show you how to organize from the inside out, and deliver tips on maintaining balance in hectic times.

MARKETING

Public Relations: How to Get Started

May 27 (6:30 to 8:30 pm)

\$30

Sometimes the best business promotion doesn't cost a cent. You can use public relations (PR) to create awareness of your business, build your "brand" and deliver your message to customers, with little or no financial investment. All it takes is a little ingenuity and planning. Learn about the variety of PR tools available and how to plan an effective PR program for your small business.

See page 1 for registration details or visit www.wecm.ca