

SMALL BUSINESS FORUM 2017

FUTURE-PROOF YOUR BUSINESS

The Small Business Forum offers a range of learning opportunities for entrepreneurs, small business and established business owners.

Know-how
Successful
Grow Business Launch
Knowledge Start-ups
Funding Business Strategies
Sales Experts Tax
Marketing
Entrepreneurs
Learn
Advice
Leadership

DATE + TIME:

Tuesday, October 17, 2017
7:30AM to 2:00PM

LOCATION:

IBM Innovation Space / Markham Convergence Centre
3600 Steeles Avenue E.
Markham, ON L3R 9Z7

WHO SHOULD ATTEND:

- Start-ups and micro-businesses
- New businesses
- Businesses in growth mode

REGISTRATION:

<http://markhambusinessforum2017.eventbrite.ca>
<http://bit.ly/MBT-MSBC-2017-Small-Biz>
905-477-7000 ext. 6722 | msbc@markham.ca

REGISTRATION FEE:

Only \$20 (includes HST)*

*Fee for the event covers administration costs.

NO-SHOWS/WALK-INS WILL BE CHARGED:

\$30 (MBT, MSBC, ACCE OR RHMCSA Members)

\$40 (Non-members)

FREE professional head shot photos (8AM to 10AM)

PRESENTED BY



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PHOTOGRAPHY



PARTNERS



Cancellation Policy: Cancellations will be accepted, during regular business hours (Monday to Friday between 9:00 a.m. to 5:00 p.m.) up to 2 business days prior to the date of the event. Cancellations made after this 2 business day window, or registrants who fail to attend, will be charged the full registration fee. Delegate substitutions may be made, at no charge, at least 24 hours in advance of the event.

AGENDA

7:30 A.M. - 8:30 A.M. - REGISTRATION, NETWORKING & BREAKFAST

8:30AM TO 8:45AM - WELCOMING REMARKS

Emcee: Don De Los Santos, Manager, Markham Small Business Centre
Regional Business Officer, Canada Business Ontario
Representative from the City of Markham
Representative from IBM Canada

8:45 A.M. - 10:15 A.M. - ON-LINE & DIGITAL MARKETING STRATEGIES

As the digital marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities within this digital age. Discover all of the most important aspects of on-line digital marketing from expert panelists who will share their insights and views on how to develop a strategy for success.

Moderator: Richard Cunningham, President & CEO, Markham Board of Trade

Panelists:

Rashman Kengatharamoorthy, Managing Partner, MRCK Marketing Agency
Kagan Mustafa, President, xod Media
Jerry Yang, Managing Partner, Mirage Media & Consulting

10:15 A.M. TO 10:45 A.M. - NETWORKING BREAK

10:45 A.M. TO 11:30 A.M.

Business Model Canvas as a Tool for Growth

Today's fast changing marketplace is driving a need for companies to quickly develop and evolve their business plans. The Business Model Canvas is an innovative, easy-to-use and practical tool for creating a flexible/adaptable business plan. The session will focus on the customer side of the canvas and explain the importance of a strong value proposition for key target customer groups.

Presenter: Heather Crosbie, Venture Services, Senior Analyst, ventureLAB

Networking for Success

Wish you had more referrals? Frustrated with networking? During this interactive presentation on referrals and networking you will discover:

- Great ways to follow up after networking to gain business
- Tips on gaining more referrals and clients
- Determine your ideal client and where to network
- Ideas how to "Wow" your clients and more

Presenter: Jill Schoenhofer, Networking and Referral Trainer, WellConnected

11:40 A.M. TO 12:25 P.M.

Funding Growth & Exploring Crowd-Funding

Where to look for funding and what are the requirements. How about crowd-funding? Is it right for your business? Learn how to best position your business for financing and the pros and cons to exploring alternative options.

Moderator: Don De Los Santos, Manager, Markham Small Business Centre
Panelists: Chris Cory, Venture Services, Senior Analyst, ventureLAB
& Larry Dong, Account Manager, BDC

- or -

It's all About the Numbers: Tax Tips & Essential Recordkeeping Skills

Learn the tax and bookkeeping principles, eligible business expenses and cash flow management that every small business needs to survive.

Presenter: Jonathan Greenbaum, CA, BDO Canada

12:25 P.M. TO 1:00 P.M. - LUNCH AND NETWORKING

1:00 P.M. TO 2:00 P.M. - LUNCHEON KEYNOTE: DANI GAGNON, CEO OF DANI G INC.

How to Bring Game of Thrones Into Your Content, No Matter What Kind of Business You Are

Dani has owned Dani G Inc. for 7 years and has worked with over 500 brands on their social media, including: Under Armour, CBC, Super Channel, The Government of Canada and the Broadbent Institution. She also teaches digital marketing at Seneca College, and is the singer/guitarist in a rock band called KINK.

Join Dani as she presents an exciting overview of social media algorithms: what they are, how to beat them; creating content that is social: how to hook into trending topics, in a cool way; and turning your brand into a personality online.

