**AWE 2022 Webinars**

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| AWE 2022 | |
| **Topic** | **Summary** |
| *Women Empowerment: Overcoming Barriers & Biases*  ***Amanda Lynn Mayhew & Panelists***  **Week 1**: March 8th – 6:30 p.m. to 8:30 p.m. | Join us as we celebrate International Women’s Day to hear keynote speaker Amanda Lynn Mayhew from Just Hunt INC, in addition to a group of local Panelists. We will be exploring the topic of Women Empowerment: Overcoming Barriers and Biases. |
| *Ideation: Mapping Next Steps & New Business Checklist*  **Kristel Manes**  **Week 2**: March 14th – 11:00 a.m. to 1:00 p.m. | "Ideation" is defined as the creative process of generating, developing, and communicating new ideas, where an idea is understood as a basic element of thought that can be either visual, concrete, or abstract. This workshop will help you generate, develop, evaluate and visually map your ideas before launching a new project or venture. We will also explore the beginning stages of a business. A walkthrough on how to start up, grow and hire for a new business. |
| *Finding Your Customers*  **Kristel Manes**  **Week 3**: March 21st – 11:00 a.m. to 1:00 p.m. | The goal of any market research is to find out more about your customers, the trends, and the competition. The more you know about these, the better you will be prepared to meet the demands of your marketplace. Whether you are a new or existing business, it is important for you to continue your research; we will show you how. |
| *ABC’s of Marketing*  ***Kristel Manes***  **Week 4**: March 28th – 11:00 a.m. to 1:00 p.m. | There are many characteristics to establish your business identity: your product or service, logo, and advertisements are the most used tools to tell your potential customer who you are. Developing a marketing strategy is vital for any business at any stage; let us help you develop a continuous plan. |
| *Operations: Creating a Positive Business Image*  ***Kristel Manes***  **Week 5**: April 4th – 11:00 a.m. to 1:00 p.m. | Having a business vision provides a sense of destination and a customer-centred vision builds success on long-term customer relationships. What do customers expect, factors that influence choices of selecting a location, when is it time to hire and who to hire. All these are questions small business owners have to find answers as a business in an arena of intensified competition, greater public awareness and demands for outstanding quality. |
| *Managing Your Cash Flow & Finding Funding*  ***Kristel Manes***  **Week 6**: April 11th – 11:00 a.m. to 1:00 p.m. | Realistic cash flow management and projections are the keys to your business success; cash flow forecast is an integral part of a realistic business plan. For start-up situations, in particular, the cash flow forecast is crucial since early profit levels will probably not be adequate to finance operating cash requirements. Whatever stage of business you are at, learn how to better manage your cash flow. We will also be focusing on resources of how and where to find funding for your new business. Understand the financial opportunities that you can take advantage of. |
| *Digital Marketing 101 & Marketing Analysis*  **Angela Poirier**  **Week 7**: April 18th – 11:00 a.m. to 1:00 p.m. | An introductory course in all the elements of social media and digital marketing. We will discuss primary marketplaces to build and promote your business, the basic tools required for a successful social media platform and where your business needs to be visible. In addition, a guide on understanding the dynamism of the market your business operates in. |
| *Bookkeeping 101*  ***Nicole Teeter***  **Week 8**: April 25th – 11:00 a.m. to 1:00 p.m. | Learn about the process of recording your business’s financial affairs. |
| *Social Media & Marketing: A Deep Dive & E-Commerce: A Guide*  ***Angela Poirier***  **Week 9**: May 2nd – 11:00 a.m. to 1:00 p.m. | Additional tips and tricks for scheduling social media posts, developing routines for posting, and being successful while doing so. E-commerce is more important now than ever. Almost anything can be advertised and sold online. Understand the basics of buying and selling goods and services over the internet. |
| *Empowering Women Entrepreneurs & Bouncing Back from the Pandemic*  ***Melissa Schenk***  **Week 10**: May 9th – 11:00 a.m. to 1:00 p.m. | Finding success, rewards and happiness can be very difficult during this time of relentless change and transformation. Our personal vision and core beliefs often get buried under the demands of our many responsibilities, rules and regulations. The result? We can forget who we truly are, what we desire and how we want to be remembered, professionally and personally. Explore your areas of greatness and potential for business growth and excellence. Re-connect to inherent character values that you already possess; guiding you to positive results and greater happiness. Face business changes in 2022 head on… Be YOU! Be Seen. Be Heard. Be Remembered. |