

Monday, January 13, 2025

Is the Market Ready for Your Idea? | South Lake Futures

Date and Time: Monday, January 13 10:30 am - 12:00 pm

Address: South Lake Futures at 183 The Queensway South, Keswick, ON L4P 2A3

Is the Market Ready for Your Idea?

Come join us at **183 The Queensway South, Keswick** for an exciting event where we will explore whether your idea is ready to hit the market! Get valuable insights from an industry expert, network with like-minded individuals, and gain the confidence you need to take your idea to the next level. Don't miss out on this opportunity to see if your idea has what it takes to succeed in today's competitive market!

About the Speaker

Tamer is an experienced Senior Executive with a demonstrated history working with new startups with extensive background in Consulting, Telecom, Asset Management, Innovation, Strategic initiatives, Operations Management, Change Management, Marketing, Sales, and Product development.

Seminar Format

This seminar is available in our hybrid format so that you may join us in-person at our office or online. If you are joining us virtually, please contact cyang@southlakefutures.ca for the link.

Tickets

[Is the Market Ready for Your Idea? Tickets, Mon, 13 Jan 2025 at 10:30 AM | Eventbrite](#)

Monday, January 27, 2025

Which Business Structure is Right for You | South Lake Futures

Date and Time: Monday, January 27 10:30 am - 12:00 pm

Address: South Lake Futures at 183 The Queensway South, Keswick, ON L4P 2A3

Which Business Structure is Right for You?

South Lake Futures invites you to join us at our office at **183 The Queensway South, Keswick** or online via Zoom in our hybrid format for an informative event where we will discuss the various business structures available to entrepreneurs. Whether you're a sole proprietor, partnership, or corporation, we'll help you navigate the pros and cons of each. Don't miss out on this opportunity to make the best choice for your business!

About the Speaker

Tamer Mikhail is an experienced Senior Executive with a demonstrated history working with New Business Startups with extensive background in Consulting, Telecom, Asset Management, Innovation, Strategic Initiatives, Operations Management, Change Management, Marketing, Sales and Product Development.

Seminar Format

This seminar is available in our hybrid format so that you may join us in-person at our office or online. If you are joining us virtually, please contact cyang@southlakefutures.ca for the link.

Tuesday, January 28, 2025

eCommerce 101: What, Why, and How | Digital Main Street

Date and Time: Tuesday, January 28 10:00 am - 11:30 am

Address: Online, Zoom

More consumers than ever before are turning to online shopping for greater convenience, safety, and variety.

In this webinar, the Toronto Digital Service Squad will teach you the basic steps to setting up an online store. We will cover everything from what you need to prepare before launching a store, to choosing an e-commerce platform, to providing excellent customer service online. You'll finish this session feeling excited about how e-commerce can help you reach new customers and expand into different markets.

What you will learn:

- What is e-commerce, why it's important and the benefits of selling online
- What platforms are available and how to pick the right one for you
- The basics of inventory management, choosing the right solution, and streamlining point-of-sale for both in-store and online
- Optimizing your website content, choosing the right themes, and the basics of search engine optimization (SEO)
- How to set up secure payments and various shipping options & costs
- Look at the basics of driving traffic to your store and boost sales through a variety of digital marketing channels
- How to provide excellent customer service throughout the e-commerce purchase funnel

Join us to learn why you should consider e-commerce for your business and how you can easily get started.

<https://us02web.zoom.us/meeting/register/tZYrceisrDgiG9Jhc6WuoNl9jYNekEKHI-vW>

Business Peer-to-Peer | YSpace x TechConnex

Date and Time: Thursday, January 30 9:00 am - 10:30 am

Address: YSpace Georgina at 1 Market St, Georgina, ON L0E

Each month, YSpace and TechConnex host a **Peer-to-Peer group** tailored to the needs of our local businesses. We bring in expert speakers and cover new topics every, focusing on strategies and insights to help you succeed.

When and Where:

- Meetings happen on the **last Thursday of each month**
- We rotate locations between **East Gwillimbury** (19040 Leslie Street) and **Georgina** (1 Market Street)

Why Attend?

- Connect in person with **TechConnex**, **YSpace**, and local entrepreneurs
- Share ideas, learn strategies, and exchange tips with fellow business leaders
- Explore tools and techniques to grow your business

Exclusive Perks:

Regular attendees gain access to the **TechConnex network and resources**, offering additional support for your business goals.

Don't miss this opportunity to connect with your community, gain valuable insights, and take your business to the next level!

<https://calendar.advantageeg.ca>