

## Tuesday, March 4, 2025

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### Social Media for Your Business | Digital Main Street

Date and Time: Tuesday, March 4 10:00 am - 11:30 am

Address: Online, Zoom

**Social media is an invaluable tool for today's business, whether you are just starting out or have been established for years.**

Not understanding how to use social media effectively can leave you overwhelmed and ultimately hurt your bottom line as your potential customers can easily find your competitors. This workshop hosted by the Toronto Digital Service Squad will leave you with a better understanding of how to leverage the power of social media to grow your online community, drive sales and reduce marketing costs.

What you will learn:

- How to choose the right social media platform(s) for your business
- How to set up and optimize social media profiles
- The basics of Instagram & Facebook shopping and how to utilize shoppable feeds
- Best practices for engagement on Facebook, LinkedIn, Twitter, Instagram, TikTok and Pinterest
- Growing your social media community using both organic and paid strategies
- Planning and curating your social media content
- Tools for managing platforms and scheduling posts to save you time and energy

Join us to learn the ropes of building an engaging and profitable social media presence for your business.

**To join this webinar – you must register on Zoom here:** <https://us02web.zoom.us/meeting/register/tZEqc-ugrzgpHNK1WkP2h-2fxUeApAjXCnjK>

## Thursday, March 6, 2025

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### LinkedIn Mastery: Building a Powerful Presence & Leveraging Resources | Digital Skills for Business

Date and Time: Thursday, March 6 10:00 am - 11:30 am

Address: Judah Doane House at 19040 Leslie Street, Sharon, ON, L0G 1V0

LinkedIn is a powerful tool for entrepreneurs, and businesses to help expand their networks and establish themselves as thought leaders. Join Ryan Ellis as he shares strategies to optimize your LinkedIn profile, build your personal brand, and engage with the right audience.

See you there!

\*Please be aware that our in-person events have limited capacity. Upon registering, you will receive a confirmation email with event details closer to the event date. Be sure to secure your spot early!

## **How to Drive Value and Build a Successful Business | South Lake Futures**

Date and Time: Thursday, March 6 10:30 am - 12:00 pm

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

**Join us for an exclusive event on *How to Drive Value and Build a Successful Business!***

Learn from financial experts on how to increase profitability, improve cash flow, and strategically grow your company's financial value. Discover key tactics for boosting your bottom line, optimizing investments, and positioning your business for long-term financial success. Whether you're preparing for expansion, a potential sale, or simply aiming to enhance financial performance, this event will provide invaluable insights to help you achieve sustainable financial growth and unlock your business's full monetary potential.

Don't miss this opportunity to network with like-minded individuals and gain valuable insights that can help propel your business forward. The event will be held at **183 The Queensway S**, so mark your calendars and secure your spot today!

## **Tuesday, March 11, 2025**

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

Date and Time: Tuesday, March 11 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-st

ore 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>

## **Monday, March 17, 2025**

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### **How to ask the *RIGHT* questions and hire the *RIGHT* person? | South Lake Futures**

Date and Time: Monday, March 17 10:30 am - 12:00 pm

Address: Online

**Welcome to our online event:**

#### **How to ask the *RIGHT* questions and hire the *RIGHT* person?**

Join us for an interactive session where we will dive into the art of interviewing and hiring. Learn valuable tips on crafting questions that reveal a candidate's true potential. Discover the secrets to identifying the perfect fit for your team. Whether you're a seasoned recruiter or new to the hiring game, this event is perfect for anyone looking to improve their hiring process. Don't miss out!

## **Thursday, March 20, 2025**

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### **AI and Small Business | South Lake Futures**

Date and Time: Thursday, March 20 10:00 am - 12:00 pm

Address: Online, Zoom

## **AI and Small Business**

As the business world embraces digital transformation, “AI for small business” is not just a trend but a necessity. Artificial intelligence (AI) has evolved from a complex tech jargon into an invaluable asset for businesses of all sizes. In this workshop, Calumet Media, in partnership with [SADC Pontiac](#) and the [Pontiac Chamber of Commerce](#), will delve into demystifying AI and offer straightforward insights into harnessing this technology for g

rowth and efficiency.

We will discuss:

- **Evolution and overview of AI** – From the Turing Test to Terminator and smart speakers, we discussed how we got here and where we’re going.
- **What AI is – and isn’t!** – Although we call it “artificial intelligence” modern AI is still just regurgitation text it’s been fed. Machine learning is a key step in the development of “artificial general intelligence.
- **Tools for AI Content** – including text, image, and video generation that can be used to improve the content on your website, social media, and newsletters.
- **Improving your prompts** – identifying the 6 components of a good prompt to get better output from AI tools like [ChatGPT](#).
- **Business examples** – We revisit Pontiac Fitness, our fictitious business who uses AI technology to improve it’s business operations.

Don't miss out on this learning opportunity with Jon Stewart, Calumet Media and South Lake Futures to stay a head of the curve and take your business to the next level with AI.

The Zoom link will be shared closer to the event date. However, be sure to secure your spot earlier!

## Thursday, March 27, 2025

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### Business Peer-to-Peer | YSpace x TechConnex

Date and Time: Thursday, March 27 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!

