

MEDIA ADVISORY

February 26 – April 9, 2009

Unique One-Stop Seminar Series for Managers Looking to Better Operate their Small Business

Small businesses hardest hit in today's economy

Markham, Ontario – Established small businesses are being hit the hardest in today's economic crunch and therefore managers must be more effective than ever to keep their companies afloat and growing. Even in the best of times, studies show that about 50 per cent of Canadian small enterprises fail within their first five years – often due to their owners not having appropriate management skills. Owners and managers whose businesses are up to five years old with a staff of 10 or fewer employees, who want to sharpen their skills, will benefit from this unique one-stop business training program:

- WHAT:** **The Business Point Program**
Educational seminar program designed specifically for small business managers that offers guidance on important skills such as planning, financial management, sales, marketing and legal issues – all in one condensed course conducted over seven weekly 3 hour sessions.
- DATE :** Thursdays, February 26 – April 9, 2009
- TIME:** 4:30 p.m.- 7:30 p.m. (light meal provided)
- WHERE:** Seneca College Corporate Training Centre
Highways 7 and 404 intersection, Markham
- TOPICS:** Learn how to self-assess your company and evaluate market feedback and competitive intelligence. Discover how to refine the value proposition of your business and implement best practices in branding, marketing, sales and financial management. Understand the role of law in today's business environment and how to prepare for your company's future by accessing the next stage of financing, creating a strategic plan and assembling the right group of advisors.
- SPEAKERS:** Include instructors and lecturers from the Faculty of Business at Seneca College and legal counsel from leading business and tax law firm Wilson Vukelich.
- PRESENTED BY:** Innovation Synergy Centre in Markham (ISCM), with support from the Ontario Business Mentorship and Entrepreneurship Program (BMEP).
- REGISTRATION FEE:** \$195/person (enrolment is limited to 24 people); pre-registration required.
- INFORMATION:** To register, please visit www.iscm.ca or for more information, call Robert Steele, ISCM Business Point Program Lead, at (905) 248-2716.
- URL:** <http://www.iscm.ca/businesspoint/>

- 30 -

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