



**The 10th Annual YES Entrepreneurship Conference
YES, THE FUTURE IS YOURS**

Workshops

Session A (10:45 am – 11:45 am)

A1. Transform Your Business from a One-Person Operation to an Enterprise

Speaker: Ariel Shlien – Chief Executive Officer, The Mad Science Group

Are you able to answer this important question, “What do you want your business to be when it grows up?” If you are not certain of the answer then you need to attend this workshop. Too many entrepreneurs begin as a one person or partnership business and struggle to try to grow it into a viable and sustainable venture. When you start up it is all about you and what you bring to the business. But business is about growth and the secret to successful entrepreneurs is not working IN the business but actually working ON it; knowing when to bring in the right people to help you to become successful.

This session is intense, fast paced and packed with practical tips. Come and hear from someone who started a basement operation in Montreal and turned his business ideas into winning formulas that now generate consistently growing profits around the world.

A2. Can You Afford Your Life Style? Behaving Your Way to Wealth Creation

Speaker: Robert Venafro – Financial Security Advisor, Lafond and Associates

Every entrepreneur must deal with the emotional and financial challenges that are presented on a daily basis.

In this workshop you will learn how to handle those challenges while working on your business to create the wealth that will give you the lifestyle you deserve. Whether in a Start-Up, or operating an established company there is one common focal point — your behavior. Developing a revenue stream, and creating wealth in your business has one common focal point — your vision of your business. You will learn how to manage these and build an enterprise that will create the path to realizing your dreams.

A3. What’s Next In Selling?*

Speaker: Peter Palmer – Vice President, Dale Carnegie Business Group

At the heart of every business success is the sales function. Without any sales your business will certainly fail. But selling today is more complex than simple marketing campaigns and utilizing common marketing tools. Research into sales and marketing show that potential buyers are being bombarded with hundreds and even thousands of sales messages per day. So how do you break through the noise? What gets you noticed? And how do you attract the customer that is genuinely interested in what you have to offer?

This unique workshop will show you how to answer these important questions. Learn how today’s buyers are segmenting into distinct and predictable patterns ranging from the price conscious “no frills buyers” all the way up to the “high end - no dollar limit” clients and accounts. We will explore these market realities, and arm you with the information and tools that will enhance your future in sales.

A4. Search Engine Optimization: Improve your Website ranking on Google

Speaker: Mathieu Bernatchez – Coordinator, Student Connections – HEC Montréal

The placement of a Website on the results page of a search engine can influence Web site traffic. Find out multiple and simple strategies to find key words with high potential, optimize your pages, create a network of links towards your site and learn how to launch a pay-per-click campaign. No technical knowledge required for this workshop.



Session B (3:00 pm – 4:00 pm)

B1. What's Next In Selling?*

Speaker: Peter Palmer – Vice President, Dale Carnegie Business Group

Sales and marketing research has recently shown that today's buyers are segmenting in to distinct and predictable patterns. These customers range from the price conscious "no frills buyers" all the way up to the "high end - no dollar limit" clients and accounts.

What does this research show? How can you prepare yourself with the sales skills and abilities that will ensure your future sales success?

Our workshop will explore these market realities, and arm you with the information and tools that will enhance your future in sales.

B2. Guerrilla Marketing: Getting the Biggest Bang for Few Bucks

Speaker: Robert Soroka, Adjunct Professor, Concordia University, Faculty Lecturer, McGill University

You can create more traffic for you and your business without spending any additional money on marketing. With guerrilla marketing, it is more about out-smarting the competition than it is about out-spending the competition. Boundless opportunities and countless positive effects on your business await you when you take advantage of the guerilla- marketing concept.

Guerrilla Marketing is defined as unconventional marketing designed for low budgets and maximum impact. Guerrilla Marketing gets you and your company in front of future customers in the places that they frequent. This interactive workshop focuses on Guerrilla Marketing strategies for start ups and small to mid-sized businesses. This is an excellent workshop for business owners and entrepreneurs who want to move their businesses to the next level and increase their profitability without "breaking the bank."

B3. When to Jump? Employee to Entrepreneur: Making the Transition

**Speaker: Peter Johnson – Director, The John Dobson Foundation
Angela Burlton – Faculty Lecturer and Dobson Consultant, McGill University**

When is it the right time to start your own business? Should you leave your current job to become a full time entrepreneur? Do current market trends support your entrepreneurial vision? Becoming an entrepreneur is not necessarily an inherent trait, it takes time to train yourself on how to use your talents and experience to see opportunities where others do not.

This workshop will guide you to understanding the right time to start your business and the pros and cons at every age and stage. Discussion including: financial cushions and diversity, maintaining skill sets, keeping a network alive and how to avoid the isolation of the new entrepreneur syndrome. Two specialists in the field of Entrepreneurship will give you the tools needed to make the transition from employee to entrepreneur.

B4. Chasing Billions with Zero Knowledge

Speaker: Austin Hill – Executive VP & Executive Chief Strategist, Zero-Knowledge Systems Inc.

Every entrepreneur will face the unknown as you move your idea from conception, development, financing to the start of your commercial launch. You will face unknown situations on how to pick a founding team to raising capital from family, angel investors and professional venture capitalists. Experienced entrepreneur, Austin Hill will review five personal case studies of companies he has co-founded and discuss the various approaches to raising capital and moving from an idea to commercial success. Case studies will include both successful and unsuccessful business ventures.



Workshop will also explore how the Internet is lowering the costs of starting businesses and his perspective as an angel investor on the best way to start and finance companies in today's marketplace.

Session C (4:15 pm – 5:15 pm)

C1. Internet Marketing on Any Budget

Speaker: Chris Emergui – President & Chief Executive Officer, BAM Strategy

The Internet as a marketing medium offers exceptional sales and brand building potential for the small or medium-size business owner. Internet marketing is highly cost effective and offers many unique advantages that traditional advertising doesn't.

Internet Marketing doesn't have to be expensive to be effective. Learn many low cost or no cost Internet marketing solutions. In this workshop we will explore several proven techniques using examples from both small and large companies including search marketing, blogs, newsletters and much more.

C2. Creating Your Company's Brand, Image and Promise

Speaker: Franco Rocchi – Senior Vice President, Sales and Operations, Le Château Inc.

One of the most important assets you can develop for your business is a powerful brand. Brands are not just logos or tag lines. Brands are the culmination of who you are, how you're different from your competition, and why a buyer should do business with you.

Whether you're an established company or small start-up, a brand instills confidence, and creates loyalty. But most of all a great brand reduces a buyer's perception of risk and makes the purchase choice easy. Learn what it takes to put together marketing and communication strategies that build a strong brand and increases public awareness of your business.

C3. Perfect Partners: Fact or Fiction

**Speakers: Nancy Cleman – Lawyer, Sternthal, Katznelson, Montigny
Andrew Gertler - Vice-President and Portfolio Manager, Lester Asset Management**

If you are or have considered forming a business partnership with a colleague, friend or family member there are a number of legal issues and implications which you need to address before you begin. This workshop will include a discussion on issues to consider when entering into a partnership. Is partnership right for your business or should you look at another form of collaboration? When and how do you end the partnership: provisions and protections.

C4. Money Matters – What You Need to Know to Finance Your Business

**Speakers: Gerry Arsenault – Business Manager, CLD West Island
Joanne Photiades - Senior Manager, Loans – BDC Saint-Laurent
Edward Bloemendaal - Senior Account Manager, Business and Personal Banking, RBC**

If you are dreaming of starting and managing your own business, you are probably wondering how and where to get the funds to make your dream a reality. There are many financing options available for small companies which even confuse veteran business owners. This workshop will explore the types of financing best suited to you and how to maximize your chance of getting the dollars you need. We'll explore traditional bank loans, guaranteed loans as well as non-bank alternatives. From micro lenders to angel investors, you'll leave with a good idea of what options are available for your capital needs.

Get the answers to your financing questions from our panel of experts who will discuss the various options available to start or grow your business.