



Celebrating 20 years of  
creating successful futures!

# FALL 2016

# PROGRAM BOOK

September 2016 – December 2016



Start your  
Job Search!

**JOB SEEKERS**

A photograph of a young woman in a red top and a young man in a striped shirt and cardigan. A gold circle with white text is overlaid on the right side of the image.

Grow your  
Business!

**ENTREPRENEURS**

A photograph of a man in a grey suit and a woman in a yellow cardigan and patterned top. A gold circle with white text is overlaid on the right side of the image.

Earn a  
Living from  
your Art!

**ARTISTS**

A photograph of a woman in a denim jacket and a man in an orange sweater. A gold circle with white text is overlaid on the right side of the image.

Connect with YES



[www.yesmontreal.ca](http://www.yesmontreal.ca)

514-878-9788

20  
years **yes**



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The centre is open to everyone on a drop-in basis from Monday to Friday, 9:00 AM–5:00 PM for business use of the computers, phone, internet, Wi-Fi, fax machine, resource library and access to job postings.

Most services offered by YES are free.

Schedules and workshop speakers are subject to change. Visit [www.yesmontreal.ca](http://www.yesmontreal.ca) for updates. All workshops are delivered in English.

## YES (Youth Employment Services)

666 Sherbrooke West, Suite 700  
Montreal, QC H3A 1E7

Tel: **514-878-9788**

Fax: **514-878-9950**

[www.yesmontreal.ca](http://www.yesmontreal.ca)

[info@yesmontreal.ca](mailto:info@yesmontreal.ca)



**Metro  
McGill  
24 Bus**

## Registration and Policy Information

**BUSINESS HOURS:** Monday to Friday, 9:00 AM – 5:00 PM. The YES centre is closed on all statutory holidays.

**EVENING WORKSHOP HOURS:** Between 6:00 PM – 8:30 PM.

Our daytime workshops are available on a drop-in basis or by pre-registration. All dates and times indicated are EST. Workshops are limited to 35 participants and fill up quickly; pre-registration is strongly recommended. Pre-registration is **mandatory** for all evening and online workshops. In order to avoid disrupting active workshops, participants that are more than 10 minutes late will not be admitted. Where there is a fee for a workshop, you may register in person, online at [www.yesmontreal.ca](http://www.yesmontreal.ca) or by phone at **514-878-9788**. Payments can be made using cash, cheque or credit card.

**One-Time File Activation Fee:** There is a **one-time \$30** entrepreneurship and artist file activation fee. This will grant you access to specialized services including coaching, legal clinics and accounting clinics. You are exempt from this fee if you are receiving social assistance at the time of your appointment. Proof must be provided.

**Cancellation Policy:** To cancel or reschedule an appointment, you must provide at least one business day's notice. If you are more than 10 minutes late for your appointment, you will be required to reschedule. Cancellations for any paid workshop series or French courses must be received two business days before the start of the FIRST workshop in the series. A \$15 administration fee will be deducted from the refund. **Workshop payments of \$20 or less are non-transferable and non-refundable.** YES may, in its sole discretion, at any time and for any reason listed in the code of conduct or service agreement waiver, suspend your client file.

For information visit [www.yesmontreal.ca](http://www.yesmontreal.ca) or call **514-878-9788**. Register for the YES e-newsletter at [www.yesmontreal.ca](http://www.yesmontreal.ca).

# WHAT WE OFFER



As a not-for-profit organization, YES (Youth Employment Services) enriches the community by providing English-language support services to help Quebecers find employment and start and grow businesses. Through our ever-expanding range of support services, we can help you to find employment, launch and grow your business, or turn your artistic talent into a profitable career.

## Entrepreneurs

No matter whether you're at the business planning stage or looking to expand your existing venture, this program offers practical advice and guidance for entrepreneurs at all stages of business development. We offer in-house and online workshops, individual or group business coaching, legal and accounting clinics and much more.

**OPEN TO ALL AGES AND STAGES OF BUSINESS**

## Artists

You already have the artistic talent and creativity, now with our Artist Program, learn the business skills you need to transform your art into a viable career. In-house or online, you will have access to an experienced Artist Coach, informative workshops, as well as accounting and legal advice and more. Relevant to artists from all disciplines.

**OPEN TO ARTISTS OF ALL AGES AND DISCIPLINES**

## Job Seekers

Looking for employment or looking to change careers? Through workshops, career counselling and a comprehensive resource library, our Job Search Program will ensure that you have the interview skills, resume writing abilities, and employment industry insights you need to find and land the job that's right for you.

**FOR YOUTH AND YOUNG ADULTS AGES 16 TO 35**

## The Human Library & Mentorship Services

**NEW!**

We make it easy to tap into a wealth of expertise and knowledge. Powered by our innovative Human Library, this service lets you easily connect with volunteer mentors working across a range of industries. Each mentor is on hand to help steer your career in the right direction or help you grow your business or artistic practice.

**OPEN TO ALL AGES**



# WHAT'S NEW & EXCITING AT YES

## Tune In To YES<sup>10</sup>

Want to have fun and help change someone's life at the same time? Mark your calendars for **Wednesday, October 19<sup>th</sup>**, as we proudly present the 10<sup>th</sup> anniversary edition of our annual fundraiser – **TUNE IN TO YES**.



Join us at the **St-James Theatre** for an evening of fun and entertainment featuring an amazing silent auction, complimentary food, wine, beer, live music and lots of surprises in store. We ask our community, friends and supporters to please attend this important event.

## Gamify Your Job Search

**NEW!**



Job seekers: are you looking for an innovative, interactive tool to help you land a job? Using video game design and gaming elements with an educational slant, YES is creating a tool that will make the job search process more engaging and relevant for today's tech-savvy youth. Look for the launch this fall.

## Voices of the Human Library: Career Spotlights

**NEW!**



**FREE**

Ever wonder what it's like to work in marketing, fashion tech, iOS development, social work, or video gaming? Curious what the life of an up-and-coming entrepreneur really looks like? Watch our Career Spotlights being released in September to find out more about exciting and emerging career opportunities in Quebec and hear first-hand what a day in the life might look like from the people who are already in those careers.

## Community Portal

**FREE**



Want access to exclusive videos and documents to help you reach your full potential? We've created a community of tools and resources for you to get informed, get inspired and get ahead. Register and log in to the Community Portal on our website at [www.yesmontreal.ca](http://www.yesmontreal.ca).

## YES Monthly Newsletter

**FREE**



Keep up to date with news on our workshops, services and events by signing up to our monthly newsletter! Sign up through our Community Portal and you will receive the YES Newsletter every month with exclusive features including our Client of the Month, videos, tips and much more. Register now at [www.yesmontreal.ca](http://www.yesmontreal.ca)

 This symbol indicates that these services are also available online.

# ENTREPRENEURS



## HELPING YOU AND YOUR BUSINESS SUCCEED | OPEN TO ALL AGES

**Ready to launch a new business venture? Expanding your current business or model? Want to be your own boss?**

At YES, we are dedicated to helping you and your business succeed! Our Entrepreneurship Services are open to individuals of EVERY AGE, whether you are in the startup or growth phase of your business. Whether you need sales and marketing advice or have questions about financing options and resources, our coaching, workshops and seminars are designed to give you the information you need to take your business idea to the next level.

During your visit to the YES Centre, you will have FREE access to computers, Wi-Fi, a courtesy telephone, fax machine, photocopier, scanner, and a resource library filled with the latest business magazines and books to help you with your business.

### Jump-Start Your Business & Financing Options

**FREE**

Handout package: \$2

**Please Note:** Clients wishing to obtain entrepreneurship services are encouraged to first attend this free workshop.



**Wednesdays, 2:00 PM – 3:30 PM**

**Thinking of starting a business or seeking financing?**

As a budding entrepreneur you do not want to miss this orientation session which provides the basic information required to launch your business in Quebec. In the first half of this workshop, find out about the services and resources offered to you as a client of YES. In the second half, get a glimpse of what it takes to be an entrepreneur, find out what your financing options are, gather the facts and get ready to jump-start your business.

After these workshops there will be an opportunity to meet one-on-one with a YES Business Coach for 15 minutes to answer your questions and determine your individualized service plan.

### 15-Minute One-on-One Business Coaching Consult

**FREE**

To book an appointment for a Business Coaching Consult, please call **514-878-9788 ext. 316**.



Giving business advice is not a one-size-fits-all solution. This free 15-minute, one-on-one session with a business coach is specifically designed to determine your individualized service plan at YES. Find out how we can help you develop your business idea and your path to success.

By appointment only. Available in person, over the phone or online through video conferencing. Once you have attended a consult session, you will be required to open an entrepreneurship file to continue to receive business coaching services. See page 3 for additional details.



This symbol indicates that these services are also available online.



## OUR EXPERTISE AT YOUR SERVICE | OPEN TO ALL AGES

### Business Coaching Sessions

**FREE\***



To book an appointment for Business Coaching Services, please call **514-878-9788 ext. 316**.

Open to every age and stage of business, we offer individual and personalized support to help you start, grow or expand your business. Our business coaching services can assist you with:

- Idea Evaluation and Business Set-Up
- Growing and Maintaining Your Business
- Business Plan Writing and Development
- Market Research, Sales and Marketing
- Advice on Financing Options and Resources
- Importing/Exporting, Online Business, Franchising and More

### Business Bootcamp: Four-Part Series

**FREE\***



To register for Business Bootcamp, please call **514-878-9788 ext. 316**.

A new series of daytime and evening Bootcamps begin regularly. For start dates and times, please call **514-878-9788 ext. 316**.

**Do you know what the “value proposition” of your business is or how it will satisfy the need in the market? Do you understand the different revenue streams your enterprise could have or what your cost structure is?**

Whether you are a new entrepreneur or have been operating your business for a while, it is vital to continue to strengthen your business’s core fundamentals. Business Bootcamp is a 4-week intensive training that will lift your entrepreneurial spirit and decrease your business’s chance of injury by ensuring that your business has a strong core.

During these 90-minute, high-impact sessions, you will become familiarized with the nine key components of the “Business Model Canvas”. Once you are done, you will be able to apply what you learned to your own business model and receive valuable feedback from the group.

### Startup Generator: Plan to Action – Five-Part Series

**NEW!**

**FREE\***



**Clients must be referred by a YES Business Coach.**

Startup Generator daytime sessions begin **Thursday, October 13**. For more dates and times or to register, please call **514-878-9788 ext. 316**.

Not all businesses are the same but, as with everything in the business world, the key to success is in the planning. Once you’ve developed your business model, the Startup Generator will cover the most critical business challenges facing early-stage startups, including market research, financial forecasting, pricing strategies, developing an operational team, securing funding and pitching your potential business in a succinct way to capture the right target audience.

This Startup Generator is a concentrated, fast-moving program focused on writing your business plan and getting your business launched. Participants attend a series of five workshops consecutively over a 10-week period with access to targeted business coaching in between. These workshops encourage peer and experiential learning in diverse cohorts of up to 25 participants.

\*For a **one-time \$30** entrepreneurship file activation fee you will have access to specialized services including coaching, legal clinics and accounting clinics. You are exempt from this fee if you are receiving social assistance at the time of your appointment. Proof must be provided.



## SPECIALIZED ENTREPRENEURIAL SERVICES | OPEN TO ALL AGES

### On-Site Consultations for Small Business

Cost: **\$100** (4 sessions over a period of 8 weeks)

#### Have an existing business that you want to grow? Let YES come to you!

Have a YES Business Consultant come to your existing place of business for 4 one-hour sessions over a period of 8 weeks. Our YES Business Consultant will provide you with information and tips on how to grow your business and identify opportunities for improvement. Businesses must be operational and located on the Island of Montreal. For more information please call **514-878-9788 ext. 316**.

### Registering Your Business

**FREE**

Pre-registration is required.



Speaker: **Ti-Anna Wang**,  
Legal Information Officer

**Fraturdays, 10:00 AM – 11:00 AM: Sept 9, Oct 14, Nov 25, Dec 16**

#### What are the benefits of registering your business? What is required to register in Quebec?

Find out all the specifics of what it takes to register in Quebec in this free workshop. A Legal Information Officer will show you step-by-step how to register your business with the Quebec government, providing a legal framework to help you through the process.

### Accounting Clinic For Entrepreneurs

**FREE\***

YES Business Coach referral required.



In this monthly clinic, **Professional Accountants from Nexia Friedman** are available to provide you with one-on-one information and answer any accounting questions you may have.

This is your opportunity to get free advice on accounting issues such as record keeping, business valuations, financial statements and business taxes.

### Legal Information Clinic For Entrepreneurs

**FREE\***

YES Business Coach referral required.



YES invites you to take advantage of our free, weekly legal information clinic for entrepreneurs. Our Legal Information Officer is available to provide information and answer any questions you may have related to business issues such as business structures, contract law, taxation and intellectual property.

\*For a **one-time \$30** entrepreneurship file activation fee you will have access to specialized services including coaching, legal clinics and accounting clinics. You are exempt from this fee if you are receiving social assistance at the time of your appointment. Proof must be provided.





## EVENING WORKSHOPS FOR ENTREPRENEURS | OPEN TO ALL AGES

### Introduction to Negotiation

**NEW!**

Cost: **\$20**

Speaker: **Georges Levesque**,  
Partner, Speed of Trust Ventures



**Tuesday, September 13: 6:30 PM – 8:30 PM**

#### We all negotiate on a daily basis, but do we do it well?

Good negotiation is the key to business success as businesses can't thrive without profitable contracts. In this workshop you will learn the different types of negotiations as well as how to plan a strategy, apply key tactics, control emotions and determine your walk-away point. Hear from an expert that is trained in advanced negotiation from Harvard, MIT and The Kellogg School of Business.

### Making Your Brick and Mortar Business Shine Online

**NEW!**

Cost: **\$20**

Speaker: **Risa Dickens**,  
Senior Community and  
Marketing Director, Yelp Montreal



**Tuesday, September 20: 6:30 PM – 8:30 PM**

#### How do you take control of your online reputation and make it shine?

Right now, somewhere online, your business is being reviewed, talked about and commented on, whether you have a website or not. Yelp Montreal's Senior Community and Marketing Director will show you how to cultivate a strong online community and turn any feedback, good or bad, into your best friend. Since 2004, Yelp has taken root in 32 countries becoming the leading local guide for word-of-mouth on everything from boutiques and mechanics to restaurants and dentists. In fact, they've "Yelped" their way to 100 Million Reviews!

### Funding the Dream

**NEW!**

Cost: **\$20**



**Wednesday, September 21: 6:30 PM – 8:30 PM**

Learn how a team of four creative people with diverse backgrounds came together and amassed funding from various sources including: venture capital, government funds, corporations and Kickstarter - in order to pursue their creative vision and grow into an award-winning games company. See page 17 for additional information and speaker details.



This symbol indicates that these services are also available online.

# ENTREPRENEURS



## EVENING WORKSHOPS FOR ENTREPRENEURS | OPEN TO ALL AGES

### Show Me The Money Finance Panel

**NEW!**

Cost: \$20



Panelists: **Farnoosh Boroomand**,  
Director of Business Banking, Scotiabank  
**Véronique Ferron**, Business Development  
Manager, Futurpreneur Canada  
**Elisabeth Laett**, Senior Partner, Xaphan Group  
**Guillaume de Tilly-Dion**, Director,  
Consulting Services and Financing, PME MTL

**Wednesday, October 5: 6:30 PM – 8:30 PM**

**Want to know how to finance your business but you aren't sure how?**

Making the right choice for your business is vital, but getting to the right choice can be confusing, even risky. In this workshop, you will hear about the various financial options that are available to your business, including community and government grants and loans, banks, venture capital, angel investors, crowdfunding and other alternate sources.

### Social Media and Sales Funnels: Turning Online Connections into Clients

**NEW!**

Cost: \$20



Speaker: **Sandy Sidhu**,  
Online Marketing Strategist, Sandy Sidhu Media

**Thursday, October 13: 6:30 PM – 8:30 PM**

**How do you get visitors to your website and turn them into clients?**

During this workshop, you will learn how to leverage social media to build a long-term strategy that lets you turn online connections and raving fans into clients (without the sleaze-factor). While social media is important and revolutionized the way businesses engage online, it is critical to have a plan to move those connections to your website so you can turn potential prospects into paying clients.

### Facing the Dragons

**NEW!**

Cost: \$20



Speaker: **Robert Simoneau**,  
Founder and President, Posilight

**Tuesday, October 25: 6:30 PM – 8:30 PM**

**Have you ever watched Dragons' Den™ or Shark Tank™ and wondered what it's really like?**

This is a great chance to pick the brain of a Montreal-based tech entrepreneur who was courted by 4 out of 5 of the Dragons on Dragons' Den™. Robert meets "Mr. Wonderful" and takes you behind the scenes in his presentation that will describe his decision to take part in the show and the exciting and unexpected journey that followed.

 This symbol indicates that these services are also available online.



## OUR EXPERTISE AT YOUR SERVICE | OPEN TO ALL AGES

### Copyright Essentials: Protecting Your Work in An Internet Age

**NEW!**

Cost: \$20



**Wednesday, November 16: 6:30 PM – 8:30 PM**

In this internet era, sharing and downloading digital media has never been easier. But how can you protect your work so that it is not infringed upon? What are the risks and other considerations you need to know when showcasing your creations online? See page 18 for additional information and speaker details.

### Step up Your Game with Customer Satisfaction

**NEW!**

Cost: \$20



Speaker: **Coby Ingham**,  
YES Business Coach and Former Senior  
Manager of Customer Service, Purolator

**Tuesday, November 22: 6:30 PM – 8:30 PM**

**Want to improve customer satisfaction and increase company profits?**

Learn the fundamental skills needed to attract, retain and satisfy your customers. This workshop will cover how to deal with customers, the importance of a professional image, service standards, handling demanding or difficult clients, and service recovery.

### The Inbound Marketing Methodology: A New Way to Attract Leads and Customers

**NEW!**

Cost: \$20



Speaker: **Samantha Kris**, Owner  
and Brand Strategist, Samantha Kris & Co

**Tuesday, December 6: 6:30 PM – 8:30 PM**

**Do you understand the full value of inbound marketing?**

Inbound marketing is about delivering rich, relevant and original content to create a more personalized experience for your prospects and customers. This workshop will serve as a crash course in the fundamentals and benefits of inbound marketing and provide insight as to how you can use this methodology to increase leads and ultimately boost sales for your business.

### Inspiring the Inspired: Transformational Marketing

**NEW!**

Cost: \$20



**Thursday, December 8: 6:30 PM – 8:30 PM**

This workshop will familiarize you with the concept of “transformational marketing”, an emerging concept in brand design and development and how it can be applied to your work. See page 19 for additional information and speaker details.



## BUSINESS SEMINAR SERIES | OPEN TO ALL AGES

### BUSINESS BASICS FOR STARTUPS SEMINAR SERIES

#### Ready to launch a new venture or grappling with a new business idea?

This three-week seminar is suitable for both novice entrepreneurs as well as the more experienced owner who is launching a new venture or is new to business in Quebec. We will provide you with pragmatic insights, tools and theories to help get your business started on the right foot. Webex services are also available to our clients in Montreal and the surrounding Quebec regions. This series sells out quickly. Register now!

# 1

### Ideation & Validation

Cost: **\$50** for the seminar series



Speaker: **Ron Abraira**,  
John Molson School of Business

**Tuesday, November 1: 6:30 PM – 8:30 PM**

#### How can I make this idea work?

You have a great business idea but are not sure if it will catch on? Incorporating lean startup philosophies, this seminar will provide you with tools to check the validity and viability of your project and to identify workable business models. Learn how to clarify your vision, test your ideas and focus your efforts to maximize your probability of success.

# 2

### Business Structure & Legal Implications

Speaker: **Paul Dery-Goldberg**,  
Lawyer, Spiegel Sohmer



**Tuesday, November 8: 6:30 PM – 8:30 PM**

#### How can I avoid legal pitfalls and protect my business?

How do I register my business, what are the options, and how do I decide? What are the legal issues related to leases and intellectual property? What are the roles of professional advisors such as lawyers? This seminar will provide valuable insights into all of these issues.

# 3

### Building Awareness & Sales

Speaker: **John Scott Bailey**,  
President, JSB & Associates,  
Marketingout.ca



**Tuesday, November 15: 6:30 PM – 8:30 PM**

#### How can I make sales and grow my business?

Whether you're selling a product or a service, let us help by offering valuable tips on how to build your sales machine. This seminar will cover the entire sales process including how to identify your best potential customers, model your sales process, gather and process leads, communicate your value proposition, build relationships, and close the deal.



This symbol indicates that these services are also available online.



## OUR EXPERTISE IN YOUR COMMUNITY | OPEN TO ALL AGES

### YES IN THE COMMUNITY

YES in the Community is an outreach initiative, presented by YES Business Coaches, that offers our expertise and know-how at local community centres.

The following workshops take place at: **Bibliothèque du Bois , 2727 Thimens Boulevard, Saint-Laurent, QC**  
To register, please call **514-855-6130**  
**Biblioth que spaces are limited so be sure to register in advance.**

#### The Entrepreneur's Guide to Networking

**NEW!**

**FREE**

Pre-registration is required.

**Wednesday, September 28: 6:30 PM – 8:30 PM**

Part of the success of any entrepreneur depends on their ability to develop productive networks. In this workshop you will learn fundamental networking skills including how to network at industry specific events as well as in your daily interactions, how to confidently introduce yourself and how to foster and stay in touch with your contacts.

#### A Business Plan for Business Success

**NEW!**

**FREE**

Pre-registration is required.

**Wednesday, October 26: 6:30 PM – 8:30 PM**

A well-thought out business plan is not just required to secure funding at the start-up phase, but is a vital tool to help you manage your business more effectively. This workshop will walk you through, in a non-intimidating way, the key elements of a successful business plan and why having one is so vital to the health of your business no matter what stage your business is at.

#### Social Entrepreneurship for a Better World

**NEW!**

**FREE**

Pre-registration is required.

**Wednesday, November 30: 6:30 PM – 8:30 PM**

Explore the next generation of business known as social entrepreneurship - a business concept that provides innovative solutions to address social and environmental issues. Learn how social entrepreneurs around the globe have developed creative solutions to social problems and used their non-profits, for-profits or co-ops as a force for meaningful and sustainable change.

Interested in having a YES Representative visit your Organization or Community Centre? Call us at 514-878-9788 ext. 316.

# ENTREPRENEURS



## SPECIALIZED ENTREPRENEURSHIP WORKSHOPS AND SERVICES

### Learn@Lunch Series

**FREE**

Pre-registration is required.



Pressed for time? These free seminars hosted by seasoned professionals and guest speakers are offered over the lunch hour at both the YES Centre and online.

For dates, upcoming topics or to register, please visit [www.yesmontreal.ca](http://www.yesmontreal.ca) or call **514-878-9788**.

### The Human Library: Mentorship for Entrepreneurs

**NEW!**



We've added a new, quick access option to our Mentorship Program that gives entrepreneurs a unique opportunity to connect with an array of professionals from different industries.

New profiles are added regularly, so be sure to browse through the profiles in the Human Library on our website by visiting [www.yesmontreal.ca/human\\_library](http://www.yesmontreal.ca/human_library) and request to connect one-on-one with any of the volunteers for guidance. See page 28 for additional details.

### YES/Futurpreneur Canada Startup Program

YES is a proud partner of Futurpreneur Canada, which provides startup financing, mentoring and educational resources that empower young Canadians 18-39 to start and grow businesses. With the support of our business coaches, you can apply for up to \$15,000 startup financing from Futurpreneur Canada and even go on to gain an additional \$30,000 from BDC (The Business Development Bank of Canada).

For further information on this initiative, please call us at **514-878-9788** or attend our Jump-Start Your Business & Financing Options Info Session. See page 29 for additional details.

### YES Client Directory: Entrepreneurs at Work

The YES Entrepreneurs at Work Client Directory offers an opportunity for our entrepreneurship clients to post their business cards in our centre in order to promote their products and services. You can post on our board for free and get connected with fellow entrepreneurs.



This symbol indicates that these services are also available online.



# ARTISTS

## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

### Turn your artistic talent into a profitable career!

Our one-on-one coaching sessions and workshop series for artists are designed to teach you the business skills needed to succeed in the art world. Learn how to market your work, how to network with industry peers, and get the self-employment essentials like tax tips and financial advice.

These services are open to all artistic disciplines.

### Jump-Start Your Art & Financing Options

**FREE**

Handout package: \$2



**Please Note:** Those wishing to obtain artist coaching services are encouraged to first attend this free workshop.

**Mondays, 1:30 PM – 3:30 PM: Sept 12, Oct 3, Oct 31, Nov 21, Dec 5**

**Are you an artist seeking to make a living from your creativity and talent, but don't know how?**

This orientation session outlines the support services available to artists through YES and other arts organizations, and touches upon key things to consider when building a career or business in the arts. Topics include getting to know your industry, marketing/promotion, governance, developing relationships with key stakeholders, understanding the funding landscape and essential grant-writing tips.

**Following this workshop, four 15-minute individual consultation slots will be available to help you assess which YES resources can best meet your needs.**

### Coaching Sessions for Artists

**FREE\***


To book an appointment, please call **514-878-9788** ext. **316**.



**Please Note:** Those wishing to obtain artist coaching services are encouraged to first attend the Jump-Start Your Art & Financing Options workshop.

These individual sessions with a dedicated artist coach can be one-time, occasional or on-going in nature, and are intended to help artists define and attain goals based on short and long-term action plans. We offer guidance and support in the following areas:

- Administration
- Audience development
- Career development
- Event & project planning
- Funding & fundraising
- Goal-setting & prioritizing
- Grant Writing
- Industry resources & organizations
- Marketing & promotional tools/strategies
- Media & public relations
- Networking
- Time management

 This symbol indicates that these services are also available online.

\*For a **one-time \$30** artist file activation fee you will have access to specialized services including coaching, legal clinics and accounting clinics. You are exempt from this fee if you are receiving social assistance at the time of your appointment. Proof must be provided.

# ARTISTS



## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

### Group Coaching for Artists

**FREE\***

For this service, participants are required to have opened a client file at YES.

**Thursdays, 11:00 AM – 12:30 PM:**

**Sept 8, Sept 22, Oct 6, Oct 20, Nov 3, Nov 17, Dec 1, Dec 15**

Hosted and moderated by the YES Artist Coach, this informal open coaching block offers the benefits of coaching and peer support all in one. Encouraging group and individual learning through the exchange of ideas, information, resources and strategies between peers working towards careers in the arts and/or in arts-entrepreneurship, this session is available on a first-come, first-served basis and will cover the following themes:

**Networking: Sept 8, Oct 20, Dec 1**

**Goal Setting & Time Management: Sept 22, Nov 3**

**Social Media: Oct 6, Nov 17, Dec 15**

### 15-Minute One-on-One Artist Coaching Consult

**FREE**

By appointment only.



To book a 15-minute Artist Coaching Consult, please call **514-878-9788 ext. 316**.

This free 15-minute session with the YES Artist Coach offers new clients an opportunity to determine the YES services that will best meet their needs and existing clients an opportunity to address one or two small issues relating to their creative practice or business.

Available by appointment only, in person, by phone or online. Once you have attended a consult session, if you wish to continue receiving artist coaching services, you will be required to open a client file. See page 3 for additional details.

### Connect: Networking Event for Artists

**NEW!**

**FREE**

Registration is required.



**Thursday, September 28: 6:00 PM – 8:30 PM**

Participate in this unique networking opportunity to connect with like-minded artists, exchange ideas and interact with your community. This animated event held at the YES Centre will gather creative souls from various artistic disciplines and give you the opportunity to learn new networking techniques. Light refreshments will be served.

 This symbol indicates that these services are also available online.





# ARTISTS

## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

YES' *Business Skills for Creative Souls* workshops focus on the specific needs of artists and artist-entrepreneurs, and are presented by working industry professionals. Each session includes time for a question & answer period, as well as networking and exchange. **These workshops are also available online.**

### Introduction to Negotiation

**NEW!**

Cost: \$20



**Tuesday, September 13: 6:30 PM – 8:30 PM**

In this workshop you will learn the different types of negotiations as well as how to plan a strategy, apply key tactics, control emotions and determine your walk-away point. See page 9 for additional information and speaker details.

### Making Your Brick and Mortar Business Shine Online

**NEW!**

Cost: \$20



**Tuesday, September 20: 6:30 PM – 8:30 PM**

Yelp Montreal's Senior Community and Marketing Director will show you how to cultivate a strong online community and turn any feedback, good or bad, into your best friend. See page 9 for additional information and speaker details.

### Funding the Dream

**NEW!**

Cost: \$20



Speaker: **Tanya Short**,  
Creative Director at Kitfox Games

**Wednesday, September 21: 6:30 PM – 8:30 PM**

Learn how a team of four creative people with diverse backgrounds came together and amassed funding from various sources including: venture capital, government funds, corporations and Kickstarter - in order to pursue their creative vision and grow into an award-winning games company. Tanya Short, Creative Director at Kitfox Games will discuss the setbacks, variables for success, and strategies for young artist-entrepreneurs in Quebec looking to finance their creative project using Crowdfunding, an alternative financing source. She will also cover the complete cycle of a Crowdfunding campaign on Kickstarter and IndieGoGo, beginning with strategic planning to delivering on campaign promises.

### Social Media and Sales Funnels: Turning Online Connections into Clients

**NEW!**

Cost: \$20



**Thursday, October 13: 6:30 PM – 8:30 PM**

During this workshop, you will learn how to leverage social media to build a long term strategy that lets you turn online connections and raving fans into clients (without the sleaze-factor). See page 10 for additional information and speaker details.

# ARTISTS



## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

### Making Art Work Two-Part Mini Series

Are you an artist or aspiring artist-entrepreneur seeking to make a living from your creativity and talent, but don't know how?

This two-part workshop mini-series is designed to help you gain the insight to start things right and grow your practice or business strategically over time.

#### Part 1: Let's Talk Nuts & Bolts

Cost: **\$35** for the two-part series

Speaker: **Marie-Michèle Fillion**,  
YES Artist Program Coordinator



**Wednesday, October 26: 6:30 PM – 8:30 PM**

In this session we will discuss the essential things you must consider and plan for when starting your creative practice or business including: vision, strategy, skills and knowledge, cohesive brand, product or service, time, visibility, credibility, people and money.

#### Part 2: Making It Happen



**Wednesday, November 2: 6:30 PM – 8:30 PM**

In this session, we will focus in greater detail on the functionalities of building your professional credibility, visibility within your industry and your (existing and future) fan base, and ultimately how you can create strategies to monetize your work over time.

### Copyright Essentials: Protecting Your Work in An Internet Age

**NEW!**

Cost: **\$20**

Speaker: **Gabriella Rozankovic**,  
Lussier & Khouzam,  
Arts & Entertainment Law



**Wednesday, November 16: 6:30 PM – 8:30 PM**

In this internet era, sharing and downloading digital media has never been easier. But how can you protect the artworks that you create so that they're not infringed upon? What are the risks and other considerations you need to know when showcasing your creations online?

Arts & Entertainment Lawyer, Gabriella Rozankovic, will cover the essentials of copyrights as well as the fair use and public domain of copyrighted material. You will also learn about the legal considerations when conducting your business online, from contracts to social media.

### Step Up Your Game with Customer Satisfaction

**NEW!**

Cost: **\$20**



**Tuesday, November 22: 6:30 PM – 8:30 PM**

In this workshop you will learn how to deal with customers, the importance of a professional image, service standards, handling demanding or difficult clients, and service recovery. See page 11 for additional information and speaker details.



# ARTISTS

## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

### The Inbound Marketing Methodology: A New Way to Attract Leads and Customers

**NEW!**

Cost: \$20



**Tuesday, December 6: 6:30 PM – 8:30 PM**

This workshop will serve as a crash course in the fundamentals and benefits of inbound marketing and provide insight as to how you can use this methodology to increase leads and ultimately boost sales for your business. See page 11 for additional information and speaker details.

### Inspiring the Inspired: Transformational Marketing for Artists

**NEW!**

Cost: \$20



Speakers: **Saeed Shobeiri**, Ph. D., Assistant Professor, Department of Marketing, Faculty of Administration, University of Sherbrooke

**Thursday, December 8: 6:30 PM – 8:30 PM**

Transformational Marketing enables businesses to reach, connect and engage with customers in a way that gives them a reason to care, a reason to buy and, most important of all, a reason to be loyal. This workshop will explore the emerging concept of transformational marketing in brand design and development and how it can be applied to artists and their work. Using real-life examples, you will see how adding transformational appeals makes creative products and services more inspiring and appealing for customers, and you will learn how to apply these ideas to your artistic endeavors, differentiate artistic offers and improve customer satisfaction.

## SPECIALIZED SERVICES | OPEN TO ALL AGES

### Learn@Lunch Series

**FREE**

Pre-registration is required.



Pressed for time? These free seminars hosted by seasoned professionals and guest speakers are offered over the lunch hour at both the YES Centre and online. For dates, upcoming topics or to register, please visit [www.yesmontreal.ca](http://www.yesmontreal.ca) or call **514-878-9788**.

### The Human Library: Mentorship for Artists

**NEW!**



We've added a new, quick access option to our Mentorship Program that gives artists a unique opportunity to connect with an array of professionals from different industries.

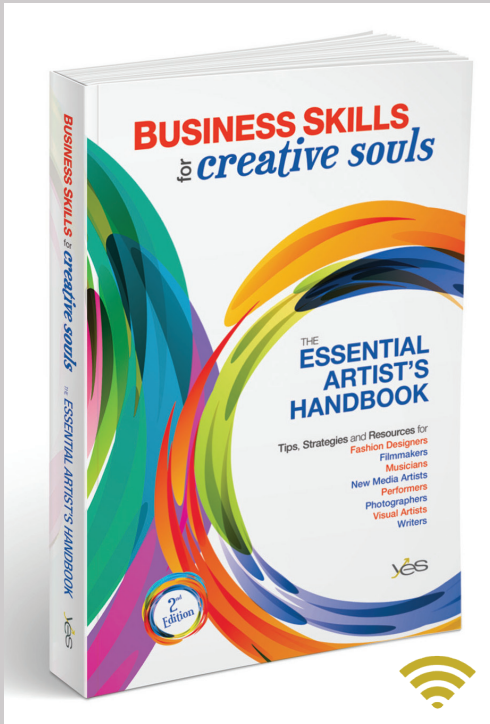
New profiles are added regularly, so be sure to browse through the profiles in the Human Library on our website by visiting [www.yesmontreal.ca/human\\_library](http://www.yesmontreal.ca/human_library) and request to connect one-on-one with any of the volunteers for guidance. See page 28 for additional details.

 This symbol indicates that these services are also available online.



## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

### BUSINESS SKILLS FOR CREATIVE SOULS: THE ESSENTIAL ARTIST'S HANDBOOK



#### YOU HAVE THE TALENT AND THE VISION... NOW MAKE IT WORK FOR YOU!

YES has created an essential resource for artists who want to take their creative practice or business to the next level!

Business Skills for Creative Souls: The Essential Artist's Handbook can be purchased for \$24.95 at the YES Centre or call **514-878-9788** to have your copy shipped to you today. EPub and Kindle books are also available for purchase by visiting [www.yesmontreal.ca](http://www.yesmontreal.ca).

Featuring first-hand advice, best practices, strategies and insider tips from more than 50 working Quebec artists and industry professionals, Business Skills for Creative Souls: The Essential Artist's Handbook is packed with practical, no-nonsense content from cover to cover.

Touching on art/business essentials like marketing, grant-writing, fundraising, social media, legal, accounting and others, The Essential Artist's Handbook also boasts an extensive resource listing of arts service, support and funding agencies.

Whether you're a fashion designer, film-maker, musician, new media or visual artist, performer, photographer or writer, this book can help YOU grow.

"An immensely helpful practical book for a business beginner who needs real step-by-step info."

**Hilary Radley**, Hilary Radley Design Studio

"More than a mere book, consider this to be a chastity belt for your psyche; use it properly and you won't get screwed."

**Andy Nulman**, President, Just for Laughs

"In Theatre School they teach you how to sing, dance and use your voice, but not how to take care of your finances and business affairs. Later when that catches up to you, these lessons are learned the hard way. I wish I had something like this all those years ago."

**Tristan D. Lalla**, Award-Winning Actor

 This symbol indicates that these services are also available online.



# JOB SEEKERS

## HELPING YOU LAUNCH YOUR CAREER | AGES 16 – 35



### Searching for a steady job? Ready for a new career path?

Our professional employment counsellors have over 20 years of experience conducting strategic job search activities for youth and young adults aged 16 to 35 in Québec, and are ready to help you find the job or career you've been searching for.

For up-to-date information about our job search workshops and events, visit [www.yesmontreal.ca](http://www.yesmontreal.ca). YES also offers beginner French courses for job seekers, translation services for résumés and cover letters, access to computers with internet, Wi-Fi, courtesy telephone, fax machine, photocopier, scanner, and an extensive job search library filled with essential resource materials for everyone's employment needs.

### HOW DO I GET STARTED?

After first attending a Jump-Start Your Job Search Information Session, you will have access to **FREE** job search services such as:

- Individual Employment and Career Counselling
- Career Planning and Employment Strategies
- Job Search Workshops
- Mock Interviews
- Paid Internships
- And More...

## Jump-Start Your Job Search Information Session

**FREE**




Registration begins at 1:15 PM.

**Tuesdays & Fridays, 2:00 PM – 4:00 PM**

### The starting point to launch your job search!

As a first step, you will be given an overview of the services and resources available at YES as well as several key concepts and methods of the job search process. Through interactive group activities, you will also learn how to access the hidden job market and make effective use of social media in your job search. In this session, you will also have the opportunity to ask questions about anything related to career development or job search strategies.

**In order to have access to workshops or appointments with a Job Search Counsellor, participants must first attend this session.**

 This symbol indicates that the Jump-Start Your Job Search Information Session is available online to Quebecers residing off the Island of Montreal. If you live in Montreal, please visit the YES Centre in person.

**Please note:** Late arrivals will not be admitted to workshops. If it is your first time visiting YES, please arrive at least 10 minutes before the workshop. Nominal charges as indicated may apply for some services.

# JOB SEEKERS



## CAREER DEVELOPMENT AND JOB SEARCH WORKSHOPS | AGES 16 – 35

Pre-registration is required for daytime and evening workshops. In order to participate in the daytime workshops and career counselling, you must first attend a **Jump-Start Your Job Search Information Session**.

### Career Counselling

**FREE**

By appointment only.

**We understand that everyone is unique with equally unique job search needs. Because of that, our approach to helping you become employed is also unique.**

Whether you are deciding on a career, changing careers or upgrading your skills, our career counsellors can help you develop a personal strategy and make informed career choices. **Begin exploring your options by attending our Jump-Start Your Job Search Information Session** and meet with a career counsellor to discuss job search strategies or have your résumé reviewed.

### Résumé Workshop

**FREE**

Pre-registration is required.



**Mondays, 10:00 AM – 12:00 PM:**

**Sept 12, Sept 26, Oct 17, Oct 31, Nov 14, Nov 28, Dec 12**

**Looking to create a résumé with impact?**

Having a solid and effective résumé can greatly improve your chances of landing that crucial interview. Participate in a series of group and written activities to learn how to effectively highlight your personal qualifications, skills and achievements. Please bring a copy of your current résumé to the workshop.

### Interview Workshop

**FREE**

Pre-registration is required.

**Mondays, 10:00 AM – 12:00 PM:**

**Sept 19, Oct 3, Oct 24, Nov 7, Nov 21, Dec 5**

**Going to your first interview? Had several interviews, but no callbacks?**

This workshop will help you to identify your skills, apply behavioral interview strategies and link relevant experiences through a series of fun exercises. Job seekers will also learn the do's and don'ts of interviewing and be able to apply proven methods to successfully prepare for upcoming interviews.

**PAID Internship Program  
in Partnership with Employment  
and Social Development Canada**

This Paid Internship Program provides recent, post-secondary graduates with their first career experience within their field of study. Through on the job training selected candidates will be placed in a professional business setting where they will learn practical skills and successfully integrate into the Quebec job market.

To apply, please visit our website at [www.yesmontreal.ca](http://www.yesmontreal.ca).



This symbol indicates that these services are also available online.



# JOB SEEKERS

## CAREER DEVELOPMENT AND JOB SEARCH WORKSHOPS | AGES 16 – 35

### Self-Assessment

**FREE**

Pre-registration is required.

**Wednesdays, 10:00 AM – 12:00 PM: Sept 7, Oct 5, Nov 2, Nov 30**

#### Starting a career or exploring your options?

While you might have an idea of what your career choices are, the process of career exploration can seem confusing. In this workshop you will find out how your interests, skills, values, and beliefs can be used to focus on career options. Using self-assessment activities, you will discover what you are good at, clarify your work preferences and explore which career paths best suit you.

### Leverage Your LinkedIn

**FREE**

Pre-registration is required.



**Wednesdays, 10:00 AM – 12:00 PM: Sept 14, Oct 12, Nov 9, Dec 7**

#### Have a LinkedIn profile but not getting the results you were hoping for?

Are you having trouble building your connections and finding your brand? This interactive workshop is designed to help job seekers move forward by introducing LinkedIn networking fundamentals and skills. You will learn how to leverage your LinkedIn profile, build and grow your network, reach out to employers and communicate your brand effectively. Gain momentum in your job search and understand the strategies you need to make LinkedIn work for you!

**NEW!**

### WILDCARD WEDNESDAYS

#### Goal Setting

**NEW!**

**FREE**

Pre-registration is required.



**Wednesdays, 10:00 AM – 12:00 PM: Sept 21, Dec 14**

#### Do you find it challenging to stick to the goals you set out for yourself? Do you procrastinate on which goals to tackle first?

This workshop will not only help you to develop realistic career goals, but also help you determine concrete steps to achieve those goals and how to create effective action plans. Activities in this workshop will enable you to develop the skills required to successfully accomplish your goals.

#### Organize Your Job Search

**NEW!**

**FREE**

Pre-registration is required.



**Wednesday, September 28: 10:00 AM – 12:00 PM**

#### Do you feel overwhelmed at the thought of looking for a job? Not sure where, or how, to start?

This workshop will equip you with the techniques required to remain efficient when job hunting and help you to achieve and maintain an organized job search. You will learn how to identify and prioritize job search tasks and complete exercises that focus on time management and how to organize job search materials.

# JOB SEEKERS



## THE TRAINING YOU NEED TO SUCCEED | AGES 16 – 35

### **NEW!** WILDCARD WEDNESDAYS

#### Communication & Your Career

**NEW!**

**FREE**

Pre-registration is required.

**Wednesday, October 19: 10:00 AM – 12:00 PM**

The way we communicate and how we interact with others has a major influence on the recruitment process as well as on-going professional development; it can mean the difference between getting and keeping a job. Using a model that identifies four communication styles, we will help you to determine your own particular communication style and how it compares to the style of others. By better understanding the strengths and weaknesses that come with each of the four styles of communication, you will be able to adjust your approach to create better working relationships with your colleagues and superiors.

#### Create a Winning Profile: Workshop & Writing Clinic

**NEW!**

**FREE**

Pre-registration is required.

**Wednesday, October 26: 10:00 AM – 12:00 PM**

**Do you find highlighting your strengths, achievements and experience on your résumé challenging?**

Learn how to make the most of what your professional profile has to offer. This workshop will help you narrow down your top accomplishments and highlight relevant information about your qualifications, competencies and uniqueness that can be used in résumés, LinkedIn profiles and in the interview process.

#### The Pitch: Workshop and Practice Clinic

**NEW!**

**FREE**

Pre-registration is required.

**Wednesday, November 16: 10:00 AM – 12:00 PM**

**If you were given 30 seconds to give a pitch about who you are, what you do, and why you would be a perfect fit for a job, would you be prepared?**

Being able to persuasively convey your relevant accomplishments in a concise 30-second statement can be really challenging. This interactive workshop will help you break down, construct and practice the important aspects of a good pitch.

#### The Hidden Job Market

**NEW!**

**FREE**

Pre-registration is required.



**Wednesday, November 23: 10:00 AM – 12:00 PM**

**If a job isn't posted online, does that mean it doesn't exist?**

Employers have many ways to recruit candidates. In fact, your chances of getting a job through the hidden job market are much higher than online methods. This workshop will introduce you to strategies, tools and networking fundamentals that will increase your confidence and expand your network.





# JOB SEEKERS

## CAREER SERVICES AND EMPLOYMENT SUPPORT | OPEN TO ALL

### Drop-In Sessions

**FREE**

By appointment only.

**Mondays to Fridays: 12:00 PM – 1:00 PM**

Have a quick question? YES offers 15-minute career advice drop-in sessions with a Job Search Counsellor five days a week. Registration for drop-in sessions opens at 11:00 AM on a first-come, first-served basis.

### Résumé & Cover Letter Translation

Please call **514-878-9788** for pricing.

**Need your résumé and cover letter professionally translated?**

Submit your electronic document to [info@yesmontreal.ca](mailto:info@yesmontreal.ca) and your English to French résumé translation will be ready within seven to ten business days.

### Job Postings

Looking for a job? Whether you are looking for a full-time job after graduation, summer job, part-time job or an internship, visit [www.yesmontreal.ca](http://www.yesmontreal.ca) for a list of current job opportunities. Job postings are updated daily so be sure to check frequently.

In order to apply to any of the job postings, please visit the YES Centre during regular business hours and consult our job posting binders. Internet access and computers are available at YES to conduct job searches or create your cover letter and résumé.

### Career Testing Services

Pricing is on a sliding scale.

Please call **514-878-9788** for details.

Not sure what career path you want to follow? Or, maybe you're at a career crossroad? Two standardized tests are used to help you explore different career options that match your skills, personality type, values, and interests. Together with a career counsellor, you will examine your interests, personality preferences and clarify your career objectives. Career testing is offered on an individual basis.

### The Human Library: Mentorship for Job Seekers

**NEW!**



We've added a new, quick access option to our Mentorship Program that gives job seekers a unique opportunity to connect with an array of professionals from different industries.

New profiles are added regularly, so be sure to browse through the profiles in the Human Library on our website by visiting [www.yesmontreal.ca/human\\_library](http://www.yesmontreal.ca/human_library) and request to connect one-on-one with any of the volunteers for guidance. See page 28 for additional details.



This symbol indicates that these services are also available online.

# JOB SEEKERS



## THE TRAINING YOU NEED TO SUCCEED | OPEN TO ALL

### TRAINING WITH THE EXPERTS SERIES

Join YES and Industry Experts for a series of training sessions on sustaining your candidate footing and credibility. These professional development sessions will help you to advance in the various phases of your job search and career development.

#### The Recruitment Process

\$20



Speaker: **Fiona Buell**, Senior Talent Acquisition Specialist

**Thursday, September 15: 6:30 PM – 8:30 PM**

Back by popular demand! Find out what human resource managers and recruiters are really looking for in a candidate. From discovering what you need to emphasize on your résumé and cover letters to understanding the recruitment and application process, this session will help you put your best foot forward when applying for jobs.

#### Careers in Finance & Insurance Information Session

FREE

Pre-registration is required.

**Monday, September 26: 2:00 PM – 4:00 PM**

If you are interested in learning more about careers in the field of finance and insurance, then this session is where you want to be! Please bring your résumé with you.

Presented by **Sun Life Financial**.

#### The Interview Process

**NEW!**

\$20



Speaker: **Fiona Buell**, Senior Talent Acquisition Specialist

**Thursday, October 20: 6:30 PM – 8:30 PM**

This training session will outline what Human Resources Managers truly want to see and hear from candidates during the interview process. You will be provided with tips on how to succeed in creating a connection with the interviewer, how to convey your value and how to ensure you are well perceived throughout the entire process so that you can land the job.

#### Public Service Commission of Canada

FREE

Pre-registration is required.



Speaker: **Angela Longo**, Human Resource Advisor, Public Service Commission

**Monday, November 7: 2:00 PM – 4:00 PM**

In this training session you will have the chance to meet a representative from the Federal Public Service Commission of Canada who will give you the inside scoop on how to apply for positions in the public sector, including where to find job openings, how to interpret a public service job posting, how to prepare for the interview and second language requirements in the federal public service.



This symbol indicates that these services are also available online.



# JOB SEEKERS

## CAREER SERVICES AND GROUP SESSIONS

### French for Job Seekers

Cost: **\$75**

Pre-registration is required.

These are four-week courses, held twice a week.

\*YES reserves the right to cancel a course if there are fewer than 10 participants.

**Tuesdays & Fridays, 9:30 AM – 12:30 PM**

**Improve your fluency in French. Gain confidence contacting employers.**

This course will provide a re-introduction of the basic structures of French focusing on the four skills: speaking, listening, reading and writing. Emphasis will be on an introduction to overall French grammar with a focus on using French key words, presentation techniques and leaving a voicemail message pertaining to a job application. If you have knowledge of basic French vocabulary, can form simple sentences and understand some spoken French, then this course is for you.

**Session 1: September 13 to October 7**

**Session 2: October 25 to November 18**

### Focus Group

**FREE**

Must be referred by a YES Career Counsellor



**Mondays, 2:30 PM – 4:30 PM: September 19 to November 14**

**Feeling challenged in your job search? Experiencing decreased motivation? Frustrated with the job search process? Losing confidence?**

Our Focus Group is designed to address the challenges that job seekers face and will provide you with the support, strategies and tools to help you gain momentum during a period of transition.

Join us to expand your network, regain your confidence and connect with others in similar situations.

Focus group sessions are free, run for two hours and are held once a week for eight consecutive weeks. To learn more about how you can participate, contact us at **514-878-9788**.

# MENTORSHIP



## UNIQUE MENTORSHIP SERVICES | OPEN TO ALL

**NEW!**

### The Human Library: Mentorship Services



The Human Library is a twist on a traditional library where the titles available for checkout are community volunteers willing to share their knowledge and expertise.

Individuals who are looking to develop their careers or businesses can browse the volunteer profiles on the Human Library section of our website and request to connect one-on-one with any of the volunteers for guidance. Currently, we have experts in web development, project management, arts administration, retail, and aerospace – to name a handful.

Experienced volunteers can be accessed via in-person meeting, videoconference or telephone for a one-time informational interview. From there, the possibility of a short (3 month) or long-term (6 months or more) mentorship relationship can be pursued if both parties wish to continue working together.

New profiles are added regularly, so be sure to browse the Human Library via the YES website at [www.yesmontreal.ca/human\\_library](http://www.yesmontreal.ca/human_library) or contact the Mentorship Coordinator at **514-878-9788 ext. 308** for more information on our Mentorship Services.

### Become a Mentor

Are you an experienced professional with a sense of commitment and desire to give back to the community? Are you looking for volunteer experience? Do you want to share your knowledge and expertise?

Contact the YES Mentorship Coordinator at **514-878-9788 ext. 308** for further information on how you can give back to the community by becoming a mentor. You can also complete an online application form on our website at [www.yesmontreal.ca](http://www.yesmontreal.ca).



This symbol indicates that these services are also available online.



Whether you are an artist or entrepreneur looking to start or expand your business, we have funding options for you. Attend a free Grants & Loans Information Session to learn about all of the funding options available through YES and different community programs. Topics covered include eligibility criteria, targeted sectors and industries, as well as levels of funding available. For more information, please visit [www.yesmontreal.ca](http://www.yesmontreal.ca) or contact us at **514-878-9788**.

## For Entrepreneurs: Jump-Start Your Business & Financing Options

FREE



**Wednesdays, 2:00 PM – 3:30 PM**

### **Want to know more about resources and funding options available to support Quebec entrepreneurs?**

As a budding entrepreneur you do not want to miss this orientation session which provides the basic information required to launch your business in Quebec. Information is also available about funding options from different community programs. Topics covered include eligibility criteria, targeted sectors and industries, as well as levels of funding available. See page 6 for additional details.

## For Artists: Jump-Start Your Art & Financing Options

FREE



**Mondays, 1:30 PM – 3:30 PM**

### **Are you an artist seeking to make a living from your creativity and talent, but don't know how?**

This orientation session outlines the support services available to artists through YES and other arts organizations, and touches upon key things to consider in building a career or business in the arts. Topics include getting to know your industry, marketing/promotion, governance, developing relationships with key stakeholders, understanding the funding landscape and essential grant-writing tips. See page 15 for additional details.

## YES/Futurpreneur Canada Startup Program

### **Are you in need of financing for your new business?**

You may be eligible for a loan of up to \$45,000 through YES in partnership with Futurpreneur Canada, and in collaboration with the Business Development Bank of Canada (BDC). YES will guide you through the process to help increase your chances of success. To have a YES Coach work with you on your loan application and business plan, please ensure that you identify YES as your Community Partner with Futurpreneur.

# ONLINE SERVICES



## OUR EXPERTISE AT YOUR SERVICE, ANYWHERE IN QUEBEC

We want Quebecers province-wide to be able to access our support services. That's why we have made our programs available online via video conferencing.

**Get Started:** In order to access our services online, you will need to make sure that you have the right software and bandwidth capabilities. For more information, visit our website at [www.yesmontreal.ca](http://www.yesmontreal.ca) or contact us at **514-878-9788** or **1-888-614-9788**.

**Cost:** Standard program sign-up fees or workshop costs apply where applicable.



Also Available  
Online Symbol

When you see this symbol indicating that the service offered is also available online, you can visit our website at [www.yesmontreal.ca](http://www.yesmontreal.ca) or call us at **514-878-9788 / 1-888-614-9788** to register or obtain more information.

**If you are within the Montreal area, it is recommended that you visit our centre in person to have greater access to all of the services and resources available.**

### Online Workshops & Seminars

The majority of the YES Job Search, Entrepreneurship and Artist Program workshops and seminars offered at the YES Centre are available online for clients within Montreal and surrounding Quebec regions. The Job Search Program's Jump-Start Your Job Search Information Session is available online exclusively to Quebecers residing off the island of Montreal. See page 21 for additional details.

Using our Webex service, you will be able to watch, listen and respond to our seminars through your home computer. Pre-registration is required for all online workshops.

### Online Business Coaching Services

Need business coaching advice but can't make it to our centre? Take advantage of our individual and group business coaching sessions via online video. YES offers the latest video equipment to provide long-distance online services to Quebecers that are personal, professional and private.



# CHARITABLE DONATIONS TO YES

## YES NEEDS YOUR SUPPORT

If, like us, you're passionate about having access to English-language services in Quebec and you're looking to make a positive difference, please donate online at [www.yesmontreal.ca](http://www.yesmontreal.ca) or by phone at **514 878-9788**. Tax receipts will be issued for gifts of \$10 or more.

### Our Mission

As a not-for-profit charity, YES (Youth Employment Services) enriches the community by providing English-language support services to help Quebecers find employment and start and grow businesses.

### YES at a Glance

YES is a community-based English-language service provider that has been helping Quebecers province-wide find employment and start and grow businesses for more than 20 years.

YES was created in 1995 as a non-profit organization to stem the flow of young people out of Quebec. Since then, we have expanded our mission to help over 46,000 Quebecers during economic uncertainty through our various programs and services for Job Seekers up to age 35 and Entrepreneurs and Artists of any age.

### Over 4,000 Reasons to Donate to YES

For more information on our fundraising efforts, please contact **Iris Unger** at **514-878-9788 ext. 301** or [iu@yesmontreal.ca](mailto:iu@yesmontreal.ca)

Charitable Registration Number:  
**88872 9050 RR 0001**

In order for us to provide our services for free or at affordable prices, we need your support. While the government subsidizes a portion of our programs, there are still many services that go unfunded. Each one of the over 4,000 individuals who walk through our doors every year is important to us, and the continued development of our services is key to their success.

#### This is where you can make a difference:

- Help a young job seeker
- Help a new entrepreneur
- Help a talented artist

Donate online at [www.yesmontreal.ca](http://www.yesmontreal.ca) or by phone at **514-878-9788**. Tax receipts will be issued for gifts of \$10 or more.



YES is a proud member of Imagine Canada's Ethical Code Program. As a member, YES meets donor expectations and complies with the Code's fundraising and financial accountability standards.

# UPCOMING EVENTS



## Tune In To YES<sup>10</sup> Fundraising Event

**Wednesday, October 19**

Location: **St-James Theatre**,  
265 Rue Saint-Jacques

**Food, Wine & Beer – Live Entertainment – Silent Auction – (sur)Prizes & more**

Mark your calendar for **Wednesday, October 19** and join us for our 10<sup>th</sup> “Party with a Purpose”!

TUNE IN TO YES<sup>10</sup> Benefit Bash is not only the most exciting networking and social event of the year, it is also an opportunity to help our local job-seekers, entrepreneurs and artists.

Tickets are \$125 per person and include complimentary wine, beer, food and live entertainment (partial tax receipts will be issued). VIP Tables are \$1,500 (reserved seating for 10 and other exclusive perks). Limited number available!

If you or your company are looking for a fun-filled evening in support of a great cause - take part and support your community. We need you!

Tickets or tables can be purchased online at [www.tuneintoyes.com](http://www.tuneintoyes.com) or by calling **514-878-9788 ext. 307**.

## The 14<sup>th</sup> Annual Quebec Employment Providers Conference

**Monday, November 28**

Location: **EVO**, 420 Sherbrooke Street W.

**Building Competencies for Career and Employment Practitioners**

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