



YES

Entrepreneurship & Artists' ONLINE PROGRAM

WINTER/SPRING 2012

Our **interactive online workshops, seminars and business coaching** are designed to give you the information that you need to take your idea or business to the **next level**.

START, GROW & EXPAND YOUR BUSINESS

www.yesmontreal.ca
1-888-614-9788



YES is a not-for-profit organization

Successful futures start with



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

ENTREPRENEURSHIP PROGRAM

(Open to all ages)

The Entrepreneurship Program offers daytime and evening workshops, one-on-one business coaching, legal information clinics, as well as accounting clinics. YES has developed a comprehensive resource guide entitled *The Montreal Entrepreneur's Guidebook* which is available for purchase. YES also hosts an annual Entrepreneurship Conference each spring, the largest English-language event of its kind in Quebec.

ARTISTS' PROGRAM

(Open to all ages)

The Artists' Program was created in 2001 with a mandate to support artists by helping them develop capacity-building tools and entrepreneurial skills, strategies and practices to build rewarding, sustainable and long-term careers in the creative milieu. Services to artists include one-on-one coaching with a dedicated artists' coach, consultations with business coaches, legal and accounting professionals, information, resources, referrals, and thematic workshops on topics including grant-writing, marketing, finding representation, and copyright laws.

JOB SEARCH PROGRAM

(For youth aged 16 to 35, available at the YES Centre only)

The Job Search Program includes daytime and evening workshops, individual career counselling, career testing services, paid internship programs, French courses, cover letter and résumé translation, mentorship, job postings, networking opportunities, resource library, phone, fax machine, photocopier and free access to our computer lab with internet and Wi-Fi.



CONTACT INFORMATION



1-888-614-9788

www.yesmontreal.ca

666 Sherbrooke St. West, Suite 700
Montreal, Quebec H3A 1E7

HOW TO REGISTER

FOR ONLINE WORKSHOPS

- 1 – Visit www.yesmontreal.ca
- 2 – Click the workshop of interest under **upcoming events**
- 3 – Scroll down to the **Registration** section
- 4 – Select a workshop with “**Online**” in the title
- 5 – Select the quantity and click on “**Order Now**”

FOR ONLINE BUSINESS COACHING

Call us toll-free at **1-888-614-9788 ext. 316**
or email at info@yesmontreal.ca

FUNDED BY



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ENTREPRENEURSHIP WORKSHOPS ONLINE

JUMP-START YOUR BUSINESS / GRANTS AND LOANS INFORMATION SESSION

Wednesday afternoons, 1:30 PM – 3:45 PM EST
Cost: FREE

Thinking of starting a business? This webinar provides the basic information you need to get your business off the ground. By attending a Grants and Loans Information Session you will learn about funding options available through YES and funding options from different community programs.

START YOUR OWN BUSINESS SEMINAR SERIES

Tuesday evenings, 6:30 PM – 8:30 PM EST
Cost: \$65 for the series of four Seminars or

\$95 including the *Montreal Entrepreneur's Guidebook*

This four-week seminar is suitable for both novice entrepreneurs and those wishing to increase their business knowledge. Professionals and specialists in the field will teach participants how to advance their business, in four seminars: *The Nuts & Bolts of Starting Your Business*, *Research Your Market and Market Your Business*, *Financing Your Business* and *The Business Plan: a Roadmap to Success*.

Series 1: January 17, January 24, January 31 & February 7

Series 2: March 13, March 20, March 27 & April 3

Series 3: May 8, May 15, May 22 & May 29

MEET THE ENTREPRENEURSHIP EXPERTS

TAX TIPS FOR INDIVIDUALS IN BUSINESS

Monday, February 27: 6:30 PM – 8:30 PM EST
Cost: FREE

Learn about categories of allowable expenses and deductions, bookkeeping requirements and the process involved in filing your business taxes.

DIGITAL MARKETING STRATEGIES FOR BUSINESSES

Monday, March 19: 6:30 PM – 8:30 PM EST
Cost: \$20

Learn to enhance your marketing efforts and grow your business by using social media to truly engage your audience.

HOW TO PITCH TO INVESTORS, BANKERS AND MORE

Monday, April 30: 6:30 PM – 8:30 PM EST
Cost: \$20

Learn the essentials of pitching effectively and how to present your ideas to investors, bankers' committees and more.

BUSINESS COACHING ONLINE

Our professional coaches can provide personal and private coaching via web camera to help you start, grow or expand your business. Only available by appointment. To book an appointment for online coaching services, please call 1-888-614-9788 ext. 316.

ONLINE BUSINESS COACHING*

Our Business Coaching Services will support you by providing answers to your business questions and guide you towards success. We 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 much more...

ONLINE COACHING SESSIONS FOR ARTISTS*

One-on-one sessions with a dedicated Artists' Coach can help artists define and attain goals based on short and long-term action plans. Guidance and support is offered in the following areas: Administration, Career Development, Event and Project Planning, Funding and Fundraising, Industry Resources and Organizations as well as Marketing and Promotional Tools/Strategies.

ACCOUNTING AND LEGAL CLINICS*

Answers to your questions relating to business structures, contract law, taxation and intellectual property, record keeping, business valuations, financial statements, business taxes and much more. A referral from a YES Business Coach is required before obtaining this service.



*Entrepreneurship and Artists' Services including Business Coaching, Accounting Clinics & Legal Clinics are free of charge (with a one-time only \$20 file activation fee).

Please review the Artist and Entrepreneurship Services section on our website at www.yesmontreal.ca for details on our cancellation policy.

Appropriate hardware and bandwidth capabilities are required. Services provided in English. Available by appointment only.

ARTISTS' WORKSHOPS ONLINE

JUMP-START YOUR ART / ARTISTS' GRANTS & LOANS INFORMATION SESSION

Thursday afternoons, 1:30 PM – 3:30 PM EST:
Jan 12, Feb 9, Mar 8, Apr 5, May 3, June 14, July 12, Aug 9
Cost: FREE

This orientation session outlines the support services available to artists through YES and other arts organizations, and touches upon key career basics.

MEET THE ARTIST EXPERTS

YES offers artists of all ages and professional backgrounds the opportunity to learn from the experts. Seminar topics have been individually selected to meet the changing needs of the artistic community.

GRANT WRITING: 2-PART MINI SERIES

Cost: \$15 each workshop (\$25 for both)

PART 1: THE PITCH

Wednesday, January 18: 6:30 PM – 8:30 PM EST

Focuses on crafting an informative, context-rich and compelling pitch that "sells" you and your work with clarity and persuasion.

PART 2: BUDGETS & TIMELINES

Wednesday, January 25: 6:30 PM – 8:30 PM EST

Focuses on the feasibility components of a grant application – cohesive, well-thought-out budgets and time-lines that adequately reflect the project from a time and money perspective.

SOCIAL MEDIA: TOOLS & STRATEGIES FOR ARTISTS

Wednesday, March 21: 6:30 PM – 8:30 PM EST
Cost: \$15

Social media offers artists a world of opportunities. Maximize the potential of this powerful platform by learning to streamline and optimize your social media activities through strategic content management and technology-savvy practices.

TO REGISTER ONLINE OR FOR MORE INFORMATION:

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