

REGISTRATION FORM

Registration deadline: **Thursday, March 6, 2008**
Please fill in the information below and send or bring this form, along with your payment, to:

YES Montreal (Youth Employment Services)

666 Sherbrooke Street West, 7th Floor
Montréal, Québec H3A 1E7
Tel.: 514.878.9788 • Fax: 514.878.9950
info@yesmontreal.ca • www.yesmontreal.ca

FEE: \$99 \$80 (before February 22, 2008)
 \$70 Full-time students (under the age of 35 with copy of photo I.D.)

PLEASE PRINT

First Name: _____ Last Name: _____

Address: _____

Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____

Company Name or Organization: _____

METHOD OF PAYMENT (please indicate one)

Cash Cheque or Money Order (payable to Youth Employment Services)
 Visa MasterCard Amex

Name of Cardholder: _____

Card Number: _____ Exp. Date: _____

Signature: _____

WORKSHOPS:

As workshops fill up quickly, we cannot guarantee your selection. Workshops are on a first-come-first-served basis. Select the workshop you would like to attend:

AM: (10:00 am – 11:00 am)

FIRST CHOICE: A1 A2 A3 **or** T1 T2 T3 T4

SECOND CHOICE: A1 A2 A3 **or** T1 T2 T3 T4

NOON: (11:30 am – 12:30 p.m.)

FIRST CHOICE: B1 B2 B3 B4 **or** T5 T6 T7 T8

SECOND CHOICE: B1 B2 B3 B4 **or** T5 T6 T7 T8

PM: (3:15 – 4:15 pm)

FIRST CHOICE: C1 C2 C3

SECOND CHOICE: C1 C2 C3

Gender: Male Female

Age group: 15-25 26-35 36-45 46-55 56 and over

Have you attended any of our previous Entrepreneurship Conferences? Yes No

Have you used any of the services provided by YES Montreal? Yes No

How did you hear about this conference?

Hold the Date Card Brochure YES Website School Radio TV
 Newspapers Word of mouth Referral from another organization
 YES Centre Other:

What is your current stage of business development?

Idea evaluation Pre start-up Start-up Existing

What type of business are you interested in?

Services Import/Export E-Commerce Retail/Hospitality
 Self-employed artist Other:

Cancellations must be made in writing and received on or before February 29, 2008. An administration fee of \$25.00 will be deducted from the refund, which will be issued after the conference.

YES respects your privacy and protects your personal information. We do not rent, sell or trade our mailing lists. The information you provide will be used to deliver services and keep you informed and up to date on the activities of YES; including programs, services, special events, funding needs and opportunities to volunteer. If at any time you wish to be removed from any of those contacts, simply advise us at 514-878-9788 or via e-mail at info@yesmontreal.ca and we will gladly accommodate your request.



WORKSHOPS

New this year participants will have the opportunity to meet with experts in interactive small roundtable discussions, on very specific topics. Register to attend a workshop or a roundtable discussion.

AM (10:00 - 11:30)

WORKSHOP SESSIONS

A1. GROWING YOUR BIZ AT HOME

Get the tools & tips you need to grow your home-based business and ensure success. This workshop will highlight the major considerations of growing your business at home; including the many pros and cons.

Speaker: Michael Glazer – CEO, Premier Service Inc.

A2. TURNING WEB BROWSERS INTO CUSTOMERS

How to bring people to your website on any budget and then CONVERT them to customers. We will explore the most cost effective ways to drive qualified traffic to your website. The Internet has changed the way people purchase offline products so how do we take advantage of this. Once they are on your website, we will discuss the best strategies to turn them into your customers using examples from both small businesses to the world's largest marketers.

Speaker: Chris Emergui – President and CEO, BAM Strategy

A3. LOOKING BACK, MOVING FORWARD; THE FUTURE OF SELLING:

In the last years, the global sales landscape has changed drastically. New technology promised to revolutionize customer contact and relationships management. What happened? What strategies will work both now and in the future? Our workshop will explore the timeless notions that will guarantee Your Future in Selling.

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

INTERACTIVE TABLE DISCUSSIONS

T1. FAMILY BUSINESS

Explore the key challenges facing a family run business and discover how savvy family companies can survive and grow. Build up some 'family tools' to help family members manage diverging interests.

Animator: Anthony Broccolini - Project Coordinator, Broccolini Construction Inc

T2. LEGAL ASPECT OF FRANCHISING

Franchising involves a host of legal considerations, which a prospective purchaser should consider before entering into a franchise relationship. Aspects such as legal structures, Canadian regulations, the franchise agreement, etc. Get the advice you need to make the right decisions.

Animator: Nancy Cleman – Lawyer, Sternthal Katznelson Montigny

T3. ACCOUNTING

Numbers, record keeping and taxes are a crucial part of your business strategy. Get advice on convenient record keeping methods suited to your needs, tax tips and sound information on the expenses you could write off.

Animator: Gavin Correa – CA, CFP, Litwin Correa Chartered Accountants

T4. THE MONEY TREE

Find out where the "Free Money" is and if it exists. Also get an overview of the major financing programs offered by the government, private sector and non-governmental organizations that help Quebec entrepreneurs to start or expand their businesses.

Animator: Silvina Asurmendi – Entrepreneurship Program Director, YES Montreal

NOON (11:30 am - 12:30 pm)

WORKSHOP SESSIONS

B1. SOCIAL ENTREPRENEURSHIP: THE NEW PRINCIPLES OF BIZ

Nowadays good deeds can become good business. Socially minded entrepreneurs are creating planet-saving, world-changing moneymaking enterprises. Learn how your business can integrate social and financial goals.

Speakers: Austin Hill - Executive VP and Executive Chief Strategist, Zero-Knowledge Systems Inc. and Pablo Salzman – Co-founder, Rethos

B2. CREATING YOUR COMPANY'S BRAND, IMAGE AND, PROMISE

Whether you're an established company or small start-up, your brand instills confidence, and creates loyalty. 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 builds a strong brand and increases public awareness of your business.

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

B3. FINANCE

Whether your company is starting out, has already established a footing or is planning to grow, it needs financial backing. Be aware of possible sources of available capital and how to get the best possible response from lenders. Hear from someone who has experience seeking funding.

Speakers: Marcie Weitzman - Sr. Credit Adjudicator, RBC Royal Bank
Hernando Alecina – President and CEO, Lampar Apparel Corp., BDC

INTERACTIVE TABLE DISCUSSIONS

T5. WOMEN ENTREPRENEURS

Are there specific challenges to being a woman entrepreneur? Find practical advice and successful strategies to starting your own venture and making it profitable.

Animator: Naomi Goldapple – Owner, maman, bébé et café

T6. NEWCOMERS, NEW CANADIAN BUSINESS

Learn how to do business as a new Canadian; discuss different options such as buying a business or starting up on your own and learn about Canadian business resources.

Animator: Elvira Winkler - Advisor, Government Programs and Services, Info Entrepreneur.

T7. BUSINESS TRENDS & BEST BETS FOR NEW VENTURES

Share the vision of changes to come in the world of tomorrow's businesses. Find out the latest trends and the sectors where your business will prosper.

Animator: Peter Johnson, Director The John Dobson Foundation

T8. DEMYSTIFYING INTERNATIONAL TRADE: THE SECRETS TO SUCCESSFUL IMPORTING & EXPORTING

There are many important questions one should ask before attempting to transact business across International Borders". This session will cover topics such as how to be a successful importer/exporter, laws and regulations, documentation and logistics.

Animators: Andre Goguen - President, Action Customs Services Inc. and Sandra Faraj – Vice President, Action Customs Services Inc.

PM (3:15 - 4:15)

WORKSHOP SESSIONS

C1. GUERRILLA MARKETING: GETTING THE BIGGEST BANG FOR FEW BUCKS

You can create more traffic for you and your business without spending any additional money on marketing. With guerilla marketing, it is more about out-smarting the competition than it is about out-spending the competition. This interactive workshop focuses on Guerrilla Marketing strategies for start ups and small to mid-sized businesses.

Speaker: Robert Soroka, MBA - Juris Doctor, Lecturer at JMSB – Concordia University and McGill University, Professor, Dawson College

C2. TRANSFORM YOUR BUSINESS FROM A ONE-PERSON OPERATION TO AN ENTERPRISE

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. Learn how to strategize and implement proven success strategies that will help you turn a small "Mom & Pop" operation into a growing, corporate machine. This session is intense, fast paced and packed with practical tips. Come and learn from someone who started a basement operation in Montreal and turned his business ideas into award winning formulas that now generate consistently growing profits around the world.

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

C3. FRANCHISE U

Are you interested in creating your own franchise but aren't sure where to begin? Do you have a small business and want to expand? What are the questions you should be asking yourself before you take the leap and what steps should you be taking. The do's and don'ts of franchising.

Speakers: Pino Di Iola, Co-Founder moozoo juices® and CEO BeaverTails®, and Tina Serrão, moozoo juices® and BeaverTails®

* Indicates a repeat session – Full workshop descriptions available on our website: www.yesmontreal.ca

THE 11TH YES ENTREPRENEURSHIP CONFERENCE

MARCH 8/2008

yes MAKE IT YOUR way



Honorary Chair and Keynote Speaker

GUY LAFRAMBOISE
President SUBWAY, Québec Ltée

Conference Location

DELTA CENTRE-VILLE HOTEL
777 University Street
Montreal, QC

Information

YES MONTREAL
(Youth Employment Services)
514-878-9788

Register Early!

WWW.YESMONTREAL.CA



The 11th YES Montreal Entrepreneurship Conference will provide Montreal entrepreneurs of all ages with the tools needed to start, to develop or to expand their businesses. This unique full day event will focus on the changing face and future directions of starting your own business in Quebec and will explore current and future trends in Entrepreneurship. Participants will benefit from the knowledge and experience of exceptional presenters and will have ample time to network with fellow entrepreneurs and speakers alike. Whether you are thinking of starting a business, or you are in the throes of expansion, this conference is for you.

This full-day conference includes:

- Workshops on starting, growing and financing your business – and more
- Networking opportunities with 350 entrepreneurs, speakers and workshop leaders
- Interactive table sessions where experts in different fields will be open to questions, comments and discussions in their field of expertise.
- Keynote address by Guy Laframboise, President Subway Québec Ltée
- Networking activity
- Continental breakfast, three-course lunch and free cocktail
- Exhibition of local organizations and businesses providing services to support entrepreneurs
- Networking cocktail
- Participants' package

Mission Statement:

Mission Statement: 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.

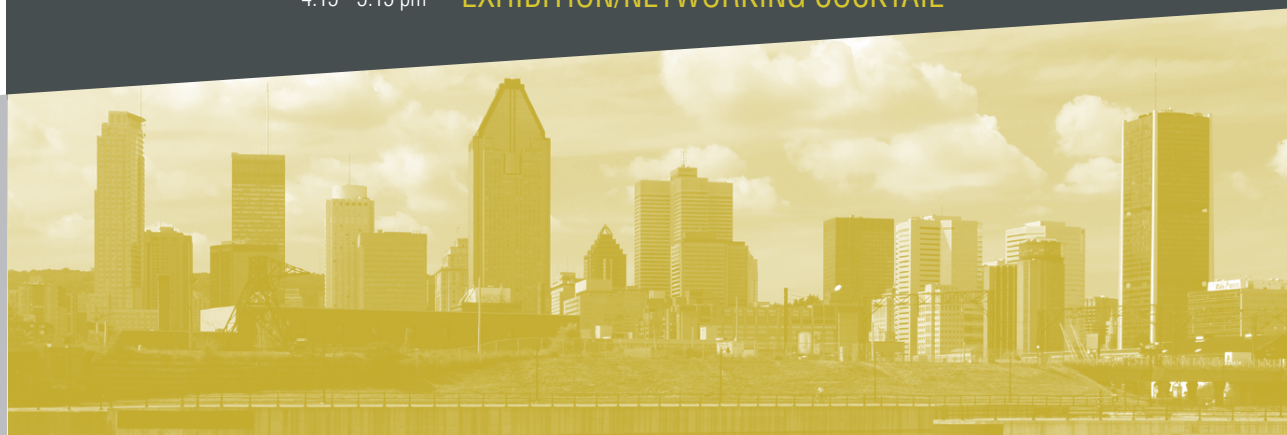
YES CONFERENCE PLANNING COMMITTEE:

Chairpersons: Teresa Kirkwood, CentralKnowledge and Chris Emergui, BAM Strategy • Anthony Broccolini, Broccolini Construction (Ontario) Inc. • Pino Di Iorio, moozoo juices® and BeaverTails® • Chiara Marazzan, CESO/SACO • Ajay Pangarkar, CentralKnowledge. • Tina Serrão, moozoo juices® and BeaverTails® • Elvira Winkler, Info Entrepreneur • Silvina Asurmendi, YES Montreal • Olivia Corning, YES Montreal • Iris Unger, YES Montreal • Zina Koro, YES Montreal

Note: All conference workshops will be conducted in English.

AGENDA OF THE DAY

- 8:00 - 8:45 am **REGISTRATION AND CONTINENTAL BREAKFAST**
- 8:45 - 9:00 am **WELCOME AND INTRODUCTORY REMARKS**
Teresa Kirkwood and Chris Emergui
Chairpersons, YES Conference Planning Committee
- 9:00 - 9:30 am **OPENING KEYNOTE**
Ric Peterson, CJAD Radio - Astral Media
- 9:30 - 9:50 am **NETWORKING ACTIVITY - PETER PALMER**
- 10:00 - 11:00 am **WORKSHOPS - SESSION A**
- 11:00 - 11:30 am **EXHIBITION**
- 11:30 am - 12:30 pm **WORKSHOPS - SESSION B**
- 12:30 - 12:40 pm **MOVEMENT**
- 12:40 - 1:40 pm **LUNCH AND AWARDS**
- ANNOUNCEMENT**
Of la Fondation du maire de Montréal pour la jeunesse
Business Plan Start-up Contest Winners
- 1:45 - 2:45 pm **KEYNOTE ADDRESS**
Mr. GUY LAFRAMBOISE
President SUBWAY Quebec Ltd.
- 2:45 - 3:15 pm **EXHIBITION**
- 3:15 - 4:15 pm **WORKSHOPS - SESSION C**
- 4:15 - 5:15 pm **EXHIBITION/NETWORKING COCKTAIL**



REGISTRATION DETAILS

REGISTRATION FEE (taxes included):	
Early Bird Registration Fee	\$80*
Regular Registration Fee	\$99
Full-time Student Registration Fee	\$70**

*Early Bird Registration must be postmarked or received no later than February 22, 2008

**Applicable to students under 35 years of age. Please provide a legible photocopy of current student card confirming full-time student status and attach to your registration form.

Please read the information below, then complete and detach the registration portion of this brochure and mail it along with your cheque, money order or credit card number. Please note that Visa, MasterCard and AMEX may also be used if registering by fax or phone.

OR

You may also make your payment in person at YES Montreal (Monday-Friday, 9am-5pm) using Visa, MasterCard, AMEX, cheque, cash or money order. Our address is:

YES MONTREAL (Youth Employment Services)
666 Sherbrooke Street West, 7th Floor
Montreal, Quebec H3A 1E7

Registration deadline is Thursday, March 6th, 2008. Space is limited. Past conferences have sold out quickly, so please register early to ensure your place. For registration beyond this date, please call to verify availability.

CANCELLATION POLICY: Cancellations must be made in writing and received on or before Monday, February 29, 2008. An administration fee of \$25.00 will be deducted from the refund which will be issued after the conference.

CONFERENCE LOCATION
DELTA CENTRE-VILLE HOTEL
777 University Street, Montreal, Quebec H3C 3Z7

		De la Gauchetière	
		Viger	
Mansfield	University	Saint-Antoine	McGill
		Square Victoria Saint-Jacques	

The Delta Centre-Ville Hotel is situated at the corner of University Street and St-Antoine Street, close to the Square Victoria metro station. For an additional fee, parking is available at the hotel or directly across the street.

SPONSORS

A special thanks to our sponsors, without whose support this event would not have been possible.

PRIMARY PARTNER



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