

Now more than ever your customers are expressing a growing demand for e-business and resorting to the internet to find information on your business.

The e-biz Boot Camp is an interactive training experience that addresses not only the fundamentals of online business for enterprises new to the internet, but also

shows existing online businesses how to evaluate and redesign their current web site.

The e-biz Boot Camp is the perfect opportunity to gain the confidence and understanding needed to join and top the millions of Canadians who are already conducting business online.



Mar 3
DAY 1

Building a Plan: Web Essentials for Success

- E-biz 101 terms and technologies
- How to draft a blueprint for your web site
- Where to find your competitors online
- Establishing budget and cost estimates
- How to identify the right target audience
- How to effectively brand your web site
- 10 most common mistakes and pitfalls
- How to turn around an ineffective web site



GUEST SPEAKER

Chris Foster

E-Commerce Specialist
H&H Paintball

www.hhpaintball.com



Mar 10
DAY 2

Practical Steps to Establishing an Effective Web Presence

- How to write effective web content
- How to register your own domain name
- Doing it yourself vs. working with a professional
- Creating web project proposals
- What to look for in a solution provider
- Cost saving strategies and resources
- Evaluating web site maintenance options
- Evaluating web site hosting packages



GUEST SPEAKER

Aad Vermeiden

President
Studio Blueprint

www.studioblueprint.ca



Mar 24
DAY 3

Profiting from the Web and Successful Selling Online

- How to establish consumer confidence
- The web as a selling tool for service businesses
- Effective selling techniques and strategies
- How to provide safe and secure transactions
- Taxation and legal issues surrounding the web
- Online storefront and payment resources
- Ebay as an additional revenue source
- Advertising as a revenue stream



GUEST SPEAKER

David Saraiva

Partner
JMRH Interactive

www.jmrh.com



Mar 31
DAY 4

Driving Traffic and Marketing on the Internet

- How to generate traffic without spending a dime
- Easy and effective email marketing tools
- How the most popular sites on the web do it
- How to improve your search engine rankings
- Keyword and pay-per-click advertising campaigns
- How to acquire and evaluate web site statistics
- Upcoming marketing trends and techniques
- Marketing potential of blogs and social networking sites



GUEST SPEAKER

John A. Robb

President
SEO Expertise

www.seoexpertise.ca



Location: Brantford-Brant Business Resource Enterprise Centre, 1 Market Square, suite 201

Sessions Held From: 1815 hrs - 2115 hrs (6:15pm-9:15pm)

CALL 519-756-4269

www.businessresourcecentre.ca



Name Company

Address Title

City Fax

Postal E-mail

Phone Website URL

Registration form and payment can be completed through the Brantford-Brant Business Resource Enterprise Centre:

By Mail or In Person:
1 Market Square
Suite #201
Brantford, ON, N3T 6C8

By Fax:
519-756-6449
(invoice to be received and paid in advance of session)

TERMS:
Refunds will be issued only for registration cancellations made at least 24 hours prior to the beginning of each workshop.

*A \$35 fee will be charged for NSF cheques (payment must then be made by cash or certified cheque)

All 4 Days (\$150 Save 25%) Day 1 (\$50) Day 2 (\$50) Day 3 (\$50) Day 4 (\$50)

*TOTAL PAYABLE Cash Cheque **Cheque payable to City of Brantford
(\$150 for all days OR number of days X \$50.00)

PRE-REGISTRATION AND PAYMENT IN ADVANCE REQUIRED

