



**Digital Skills for Business is a free 10 week educational workshop series that focuses on building your online business presence. Discover how to establish or elevate a business using online platforms!**

Empower yourself with essential skills for entrepreneurial success. In person workshops return to Georgina and East Gwillimbury, alongside virtual sessions for this year's program.

**Eligibility:** The program is open to entrepreneurs 18+ who reside in northern York Region, primarily in Georgina, East Gwillimbury, the Chippewas of Georgina Island First Nations and the surrounding area. For established business owners or first-time founders, this program is designed to close the digital gap for your business.

**Breakthrough digital barriers and sign up today!**



Scan the QR code or visit [georgina.ca/YSpace](https://georgina.ca/YSpace) to learn more.





# DIGITAL SKILLS FOR BUSINESS SCHEDULE



## February

Tuesday, Feb. 4	10 a.m. - 11:30 a.m.	Virtual over Zoom	The Importance of Paid Advertising in a Digital Space
Thursday, Feb. 6	10:00 a.m. - 11:30 a.m.	In person	Maximizing Social Media: Platforms and Analytics for Business Growth
Tuesday, Feb. 11	10 a.m. - 11:30 a.m.	Virtual over Zoom	Understanding SEO: Optimizing for Search Engines
Thursday, Feb. 13	10:00 a.m. - 11:30 a.m.	In person	Hidden Gems: Library Online Resources to Boost Your Business
Tuesday, Feb. 18	10 a.m. - 11:30 a.m.	Virtual over Zoom	Email Marketing Webinar
Thursday, Feb. 20	10 a.m. - 12:00 p.m.	Hybrid: In person or virtual	Finance: Do I Really Need a Book Keeper or an Accountant?
Tuesday, Feb. 25	10 a.m. - 11:30 a.m.	Virtual over Zoom	Web Presence 101: Ensuring Your Foundation is Set

## March

Tuesday, Mar. 4	10 a.m. - 11:30 a.m.	Virtual over Zoom	Social Media For Your Business
Thursday, Mar. 6	10:00 a.m. - 11:30 a.m.	In person	LinkedIn Mastery: Building a Powerful Presence & Leveraging Resources
Tuesday, Mar. 11	10 a.m. - 11:30 a.m.	Virtual over Zoom	ECommerce: What, Where, and How
Tuesday, Mar. 18	10 a.m. - 11:30 a.m.	Virtual over Zoom	The Importance of Paid Advertising in a Digital Space
Thursday, Mar. 20	10:30 a.m. - 12 p.m.	Virtual over Zoom	AI and Small Business
Tuesday, Mar. 25	10 a.m. - 11:30 a.m.	Virtual over Zoom	Understanding SEO: Optimizing for Search Engines

## April

Tuesday, Apr. 1	10 a.m. - 11:30 a.m.	Virtual over Zoom	Email Marketing Webinar
Thursday, Apr. 3	10:00 a.m. - 11:30 a.m.	In person	AI Marketing
Tuesday, Apr. 8	10 a.m. - 11:30 a.m.	Virtual over Zoom	Web Presence 101: Ensuring Your Foundation is Set
Thursday, Apr. 10	11 a.m. - 1 p.m.	In person	Canva Part 1: Canva Foundations
Friday, Apr. 11	11 a.m. - 1 p.m.	In person	Canva Part 2: Content Creation and Design



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