



Webinars

August to September 2019



Our summer webinar schedule is now available! Please join us online in [GoToTraining](#) for this series of **interactive sessions**. Anyone is welcome to attend, free of charge.

For further information please email webinars@makeachangecanada.com or phone **1-888-9-ASPIRE (1-888-927-7473)**, Ext. 702.

To register, please sign up for the sessions listed below.

NEW! Know the Risks of Frauds and Grants

Doug Tardif, Business Advisor

Tuesday, August 13 at 11:00 a.m. Pacific (2:00 p.m. Eastern)

With the rapid pace of change in today's technology and society, it can be difficult to **differentiate between the racketeers and legitimate organizations**. Far too many Canadians are putting themselves at risk. Your presenter for this session, Doug Tardif, has considerable **international hands-on experience** exposing fraudsters. Through his consulting in Canada and in the Caribbean, Doug has used his expertise to uncover schemes to extract money from the gullible public. In this webinar Doug will share his knowledge on how to recognize these illegitimate online companies, and will **provide tips** on how to verify their claims before you part with your money. Don't miss this informative session. **It could save you a lot of money!**

Registration for this session is now closed

NEW! Developing Workplace Communication Skills for Success

Tara Thom Burnett, Employment Facilitator

Tuesday, August 20 at 11:00 a.m. Pacific (2:00 p.m. Eastern)

According to a [study](#) published by the Business Council of Canada, employers rank communication and interpersonal abilities as the **most desired skills** in today's workplace. Want to sharpen your skills? Join Tara in this session as she **explores interpersonal communications** from a career perspective. Based on **non-violent communication techniques**, this webinar will provide insights to improve your interpersonal skills, professionalize your emails, and help you manage difficult social situations. Register today for this free session!

Registration for this session is now closed

NEW! Working Smart: How to Achieve More with Less
Chantal Orr, Business Advisor

Tuesday, August 27 at 11:00 a.m. Pacific (2:00 p.m. Eastern)

“Working smarter, not harder” is a phrase we’ve all heard, but the meaning isn’t always clear. Working smarter means using **essential time-saving techniques** such as learning how to say ‘no,’ delegating time intensive activities to others, and setting time aside for productive work sessions. These practices are **absolutely key** to reaching your goals more quickly and efficiently. They let you concentrate on what really matters and can **generate significant gains** in your career or business. Join Chantal in this session and start utilizing your most important resource—you!

Registration for this session is now closed

GUEST SPEAKER! Key Marketing Campaign Tip: Unleashing the Opportunities
Chris Holland of [Juggernaut Marketing Communications](#)

Tuesday, September 3 at 11:00 a.m. Pacific (2:00 p.m. Eastern)

One of the most important aspects of **running a business** is to master your marketing campaigns. Each marketing campaign you run, whether in print or online, can ignite interaction with potential customers. Join Chris in this session to learn about the four stages involved in a successful marketing campaign—**pre, during, climax, and follow up**—and the goals of each stage. Chris will get you thinking about **communication opportunities to engage your audience**, maximize efficiency, and ensure your campaign is well received. You can’t afford to get this wrong! Sign up today!

Registration for this session is now closed

WOW SESSION! Sales and Service
Louise Doyle, Business Advisor

Tuesday, September 10 at 11:00 a.m. Pacific (2:00 p.m. Eastern)

This workshop will cover **all areas of sales**. Topics include identifying your customer, developing your sales pitch, overcoming customer objections, and **excellence in customer service**. Listening is the key to building trust. This helps you understand the **behavioural styles** of your potential customers and how to present your message to appeal to various customer groups. Program participants and anyone interested in **entrepreneurship** is welcome to attend.



Come out and enjoy our online community and learn from our dynamic presenters!

