




**SMALL BUSINESS WEEK CALENDAR OF EVENTS**  
 presented by the Business and Tourism Development Department

**October 2011**

Monday 17, 8 a.m.—12noon	Wednesday 19, 8:30 —11:30am	Friday 21, 8:30 —10:30a.m.
<p align="center"><b>Small Business Week Breakfast Seminar &amp; Panel Discussion at The Highwood Golf and Country Club</b></p> <p align="center"><b>“BUILD A BETTER WORKPLACE IN 10 SECONDS OR LESS!”</b></p> <p align="center">Presented by renowned strategic motivator Kevin Burns</p> <p>Building a better workplace means getting everything, people and processes, working in harmony. It means looking at the workplace from a different perspective and finding ways to make it even better—which fixes things that are not working and enhancing things that are working.</p> <p align="center"><i>You CAN build a better culture. You CAN attract better workers. You CAN manage with less paperwork and fewer management meetings.... In 10 seconds a day</i></p> <p><b>Tickets \$25 per person</b>, includes breakfast, seminar with Kevin Burns and Panel Discussion.</p> <p><b><u>Registrations will be accepted until October 14.</u></b>* Please contact the Business and Tourism Development Office to buy your ticket today. Call 403.652.8622</p> <p><small>*Cancellations prior to Oct. 14 will be refunded less a \$10 administration fee. Cancellations after Oct. 14 will not be refunded. Registrations will not be accepted at the door.</small></p>	<p align="center"><b>FREE Partnering, Packaging &amp; Programming Workshop</b></p> <p>Understand the value of partnering with other organizations, how to build more effective packages and design programming to create fabulous experiences. With this information you will be able to take actions that may expand your customer base and increase your sales.</p> <p align="center">Presented by Lisa Lima of Travel Alberta</p> <p align="center">8:30 -11:30a.m. at the Town Office (Room M02/03)</p> <p align="center">Coffee/tea, muffins will be served</p> <p align="center">Admission is <b>FREE</b> but registration is required.</p> <p align="center">Please contact the Business and Tourism Development Office to reserve your seat today: all 403.652.8622</p> <p align="right"> <small>In partnership with</small>    <small>Canada</small> </p>	<p align="center"><b>FREE Online Marketing Workshop</b></p> <p>This introduction to online marketing will provide you with the basic information you need to better understand this powerful medium. This session will give you the tools to promote your tourism experience through the internet. Huge budgets aren't necessary to create an effective campaign that reaches a wide audience. Online Marketing is much more than buying ads online - it is about communicating successfully with your customers, and discovering what your customers are saying about you online. It is sustaining an up-to-date website that appeals to potential customers, ensuring your company's visibility on intranet search engines and accessing the variety of promotional opportunities that are available to your company through the Internet.</p> <p align="center">Presented by Lisa Lima of Travel Alberta</p> <p align="center">8:30—10:30a.m. at the town office (Room L03) Coffee/tea, muffins will be served</p> <p align="center">Admission is <b>FREE</b> but registration is required.</p> <p align="center">Please contact the Business and Tourism Development Office to reserve your seat today: Call 403.652.8622</p>

**REGISTER TODAY!!! Seating is limited at all Small Business Week Events.**

Tickets and payment can be made at the business and tourism development office (102, 120—4th Ave SW) or the town office (309B MacLeod Trail SW).  
 Cash, Cheque, Visa and MC are accepted.

# Strengthen your business

## HOW TO BUILD A BETTER WORKPLACE

with Kevin Burns

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KEYNOTE SPEAKER



**KEVIN BURNS**

Workplace Expert & Author

Registration includes seminar with Kevin Burns, Panel Discussion, and Breakfast (if registered by October 14).

8:00 AM - Breakfast

9:00 AM - Kevin Burns

10:45 AM - Panel Discussion

Brought to you by High River Business and Tourism Development

# SMALL BUSINESS WEEK BREAKFAST

**Monday October 17, 2011  
8AM - 12PM**

**Registration: \$25 per person  
Highwood Golf and Country Club**

**For more information or to  
register call 403-652-8622**

[www.theedgeofbusiness.ca](http://www.theedgeofbusiness.ca)

Must be registered by October 14th. Cancellations prior to October 14th will be refunded less a \$10 administration fee. Cancellations after October 14th will not be refunded. Registration will not be accepted at the door. We accept cash, credit card (MC and VISA) and cheques.



Presented by the Business &  
Tourism Development Office