



Business Development Services **Newsletter**

Information, Training, Events

Stay informed about business training, events and helpful business development information through our monthly newsletter. We will send follow up emails with reminders about upcoming training and events, which you can check on our website: www.isisns.ca/business.

Workshops and Training

Click on the titles below for more information

[Introduction to Entrepreneurship](#)

Saturday, November 19, 9:00 -11:30 am, Free!

This workshop will help aspiring entrepreneurs understand the process of entrepreneurship, its benefits and challenges.

[Growing Your Business by Phone](#)

November 16, 6:00 – 9:00 pm, Cost : \$30

Attend this workshop and learn:

- **What to say** on the phone, and when to say it!
- How to use **voicemail** effectively
- **Listening skills** that reveal the “body language” of a phone call
- How to **research** your target market
- When to **ask questions**, and what to ask
- **Self-motivation** for making phone calls
- How to transition **prospects into clients**

Business Tip of the Month

When calling a client or customer always identify yourself properly whether in person or when leaving a message. Don't forget to provide your name, company name and contact telephone number.

Contents

November 2011

Workshops & Training, New Event Registration Policy	1
Business Skills Development Training	2
Halifax Seaport Farmers Market, International Networking and show case	3
Online Learning, Professional Series, How to Register For Events	4

Please Note: New Event Registration Policy

ISIS provides workshops to our clients for a small fee or for free. When ISIS organizes an event we pay for things like refreshments, speakers, printing, staff, etc. We are sure you can appreciate the work that goes into planning and budgeting for events.

To ensure we can provide events in the future:

- You **must** register for all events you wish to attend. Those who show up for an event but are not registered **will not** be permitted to attend the event.
- If you register but cannot attend, please let us know 2 hours before the event.
- If you register but do not pay on time (if the event is not free), you may be charged an additional *late payment fee*.
- Events will start **on time**, please arrive ten minutes early, you may not be able to access the event once it has started

If you have any questions or concerns regarding this policy, please contact:

Mario DeMello

Manager, Business Development Services

mdemello@isisns.ca

Business Skills Development Training

Sessions are every **Thursday** evening from 6:00 - 9:00 pm

This series of workshops starts every 12 weeks. The next series begins **January 12, 2012**.

These workshops will give you the information and skills you need to start your business in Nova Scotia.

Cost: only \$120 for 12 weeks. A certificate of completion is given to those who attend all classes.

Topics covered are as listed below:

1. Introduction to Business in Nova Scotia

Learn the requirements to open a business

(1 session)

Thursday, 6:00pm - 9:00pm

- Business Structures
- Business Registration
- Licenses and Permits
- Financing for Small Business

3. Business Knowledge by Community Professionals

*The rules and regulations of starting a business
In Nova Scotia*

(5 sessions)

Thursday, 6:00pm - 9:00pm

- Legal Structures (forms of business)
- Nova Scotia Taxes for Small Business
- Credit Score and Financing for Small Business
- Employment & Labor Laws in Nova Scotia
- Marketing and more

2. Evaluating your Business Idea

Thursday, 6:00pm - 9:00pm

Is there a market for your business idea?

- Entrepreneurship
- Idea Assessment
- Business Culture in Nova Scotia
- Market Research – finding your customers
- Business Trends

4. Business Plan Development

Write your business plan in 5 weeks in this step-by-step workshop. Your Business Development Training will assist you through each stage of the business plan:

(5 sessions)

Thursday, 6:00pm - 9:00pm

- Description of your proposed business
- Market analysis (Customers & competitors)
- Business operations and financial analysis (Start-up costs)

International Day at Halifax Seaport Farmers' Market!

Every Friday from 10 am – 6 pm

The Halifax Seaport Farmer's Market is located next to Pier 21 on the waterfront, and provides an exciting opportunity for you to promote and sell your products. It is also an excellent way to shop for fresh foods or unique items.



International Networking Reception & Showcase

Join us for our annual networking event and business showcase - a great opportunity to meet and connect with the business community.

Guest Speaker: Pernille Fischer Boulter

Ms Pernille Fisher Boulter is the founder and president of KISSERUP International Trade Roots, an international consulting and trade training company specializing in empowering clients to succeed beyond their expectations and their borders. Kisserup's experience spans over 50 countries and extends to virtually every economic sector.

- Thursday, November 17, 2011,
5:30 pm – 7:30 pm
- Windows Restaurant,
World Trade and Convention Centre
8th Floor, 1800 Argyle Street, Halifax
- Free to attend the event! RSVP required.
- \$25 for ISIS Clients who wish to have an exhibit table
- Read more or RSVP:
<http://www.isisns.ca/news/international-networking-reception-and-showcase/>



Business Development Services **Newsletter**

Online Learning

For information on our online business course *Introduction to Business in Nova Scotia* please visit www.isisns.ca/business-online

Communication For Business

Do you want to improve your business communication? Do you want to learn to write the best business plan you can? Do you want to use the telephone more effectively to grow your business? ISIS can help you with this and much more! We have a variety of English language programs for newcomer entrepreneurs. For more information visit: www.isisns.ca/english/english-for-business

Listening Strategies can help you respond to your customers better and Assertiveness Skills can help you promote your business more effectively. If you'd like to improve your skills in these areas, attend our **Professional and Business Series** evening workshops on November 2, 2011 and November 16, 2011. For more information and to see the full schedule, please [visit our website](#).

How to Register for Events

Event information is provided on our web site at www.isisns.ca/business

To view detailed information about a specific event, click on the event's title.

Some events have registration forms which must be completed to participate in the event. For those events that do not have a registration form, contact Business Development Services at business@isisns.ca

Please provide the following information: First and Last Name, Telephone, Email, and the name of the event that you want to register for.

ISIS is a scent-free workplace. Please refrain from wearing scented products.