Supporting Small Business

WEDNESDAY, OCTOBER 19

Bridges to Better Business

2022

OPG VISITOR CENTRE, CORNWALL - REGISTRATION 8AM - KEYNOTE 9AM

EMPLOYEE ATTRACTION & RETENTION

Hosted in partnership with:

CORNWALL BUSINESS ENTERPRISE CENTRE

THE CORNWALL & AREA CHAMBER OF COMMERCE

ACCFutures
Your Potential is Our Business

Bridges to Better Business

Cornwall Business Enterprise Centre, ACC Futures, Cornwall Chamber of Commerce

Agenda

8:00am - 8:45am Registration and Networking Breakfast, coffee supplied by McDonald's

8:45am - 9:00am Welcome

9:00am - 10:00am **Marc Lafleur** Keynote Speaker, Entrepreneur

Marc Lafleur is an entrepreneur from Cornwall that has been recognized for his business achievement by CBC, the Globe and Mail, Harry Rosen and most notably Dragon's Den. He took his company truLOCAL from a start-up to an eventual successful $16.7 million acquisition — all within five years. Marc will share the challenges he faced when building his business and what it takes to stay motivated.

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10:00am - 10:10am Break

10:10am - 11:10am **Amy Davies, First 30** What Employees REALLY Want

There are so many clickbait headlines about why employees are resigning, what employers can do to retain and engage them and about how worried we should be about a labour crisis. It can feel overwhelming and unrealistic. What you really need is a strategy for keeping your employees fulfilled and happy, and making sure you're filling your talent pipeline. During this session we'll discuss some relevant, realistic and practical solutions to the critical problem of employee attraction and retention.

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EMPLOYEE ATTRAC

11:10am - 12:00pm

Richard Webster, St. Lawrence College Connecting with International Students

Did you know that St. Lawrence College (SLC) attracts international students from over 60 countries to our region every year that become educated in 100+ career-focused programs? Or that many of these students are looking to work while studying and also wish to remain and work in our region after graduation? This session will also provide the opportunity for you to share your needs and questions as local employers and business owners.

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12:00pm - 12:45pm

Lunch

12:45pm - 1:00pm

BDC Small Business Week Update - Dare to Do Things Differently

1:00pm - 1:30pm

Enzo At Muhend, ZOHO Using Technology for Productivity

Learn how you can optimize your workforce by digitizing your business to drive employee productivity and employee engagement.

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1:30pm - 2:30pm

Jessica Bourdeau, Spark Syngery Cultivating Workplace Culture

Workplace culture plays a huge part in the success of small businesses. Join us for an engaging and highly interactive presentation on the benefits of making workplace culture a priority, how to foster positive team dynamics and best practices for maintaining a happy and healthy workplace!

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2:30pm - 2:45pm

Wrap-Up

TION & RETENTION

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