

Free virtual event to provide insight to success in 2021

Jan. 27, 2021 — The St. Catharines Enterprise Centre is teaming up with local and provincial partners to provide some insight for businesses in achieving success despite the unprecedented challenges posed by COVID-19 and its impact on the economy.

On Feb. 9, 2021, the St. Catharines Enterprise Centre (SCEC) and the Niagara Falls Small Business Enterprise Centre will bring together leading business professionals and the most resilient small business owners in Niagara to explore current shifts in business practices and marketing strategies. The free virtual event — Bridges to Small Business: Resiliency, Recovery and Building Momentum in 2021 — will feature business experts presenting emerging tactics, ideas and best practices to aid success for small businesses.

“Every business aims to be successful, but the road to success is not always direct or instantaneous, success takes careful planning and considerable dedication to see planning through,” said SCEC Small Business Consultant Rob Belchior, adding, “this event will help businesses in developing those plans to create frameworks for their success, even as we face an ever-changing economic landscape.”

The event runs from 9 a.m. to noon and is free to attend.

Participants will hear from Inspired Strategy Group’s Jessica Potts, author of *Best Day Ever: Uncovering Your Strengths & Discovering Your Passion*. Potts’ presentation will help business owners and leaders revive and thrive in 2021 by proceeding with clarity, confidence and courage.

The keynote presentation, Setting Yourself Up for Success in 2021, will be delivered by SCEC mentor and director of business development for promotional merchandise company BAMKO, Darryl Andree.

The online small business event will also feature breakout sessions with industry experts and local business leaders discussing topics such as retail in the digital age and successfully navigating a start up; Q-and-A’s; chances to win prizes from local businesses; and more.

Registration is required. Visit investinstc.ca/BridgesToSmallBusiness for more information and to sign up.

Bridges to Small Business is a free event supported by the Province of Ontario, FedDev Ontario, the City of St. Catharines and the City of Niagara Falls.

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Contact:

Rob Belchior
Small Business Consultant
St. Catharines Enterprise Centre
rbelchior@stcatharines.ca

Michael Warchala
Small Business Consultant
Niagara Falls Small Business Enterprise Centre
mwarchala@niagarafalls.ca