



RISING UP!

A Month Long of Business Webinar's & Workshops!

Win a One on One with Melissa!

Attendees will be entered to win a live stream event at their business and a one on one with Melissa Schenk!
You must be present during the workshop to enter.

Jennifer Baker's Canva 101

October 06, 2021 | 10 a.m. to 11:30 a.m. | Zoom (Online)

Focus on developing the skills and knowledge you need to effectively utilize Canva, an online graphic design tool, to design beautiful images and graphics for use on your social media channels. Participants will be guided through account set-up and platform navigation, as well as simple design strategies.

Jennifer Baker's Canva 102

October 13, 2021 | 10 a.m. to 11:30 a.m. | Zoom (Online)

Focus on increasing the participant's existing knowledge of Canva. It's recommended that participants have preexisting knowledge of Canva OR have attended Canva 101. Users will learn how to improve their design skills on Canva through photo-editing tools, and animation as well as learn how to batch-create content, and resize canvases.

Harnessing the Power of Online Advocacy & Digital Community Sharing

October 20, 2021 | 10 a.m. to 12 p.m. | Holiday Inn Express

Let's explore the psychology of a share, types of 'sharers', missed sharing opportunities, and the #7 Key Guidelines for Sharing Content that can grow your reach, raise your results and rise up your community engagement. You will leave knowing how to maximize your social media efforts through planned marketing campaigns that will result in increased online conversations, amplification and applause!

Mental Health in the Workplace & Covid-19 Recovery Canvas

October 27, 2021 | 10 a.m. to 12 p.m. | Zoom (Online)

COVID-19 has put additional stress on all business owners. This fall could be one of your most challenging in terms of your own mental health, as well as your staff's and your customer's. Join WSPS in this awareness session on what mental health is and the resources available to you.

How will you move beyond COVID-19 and measure your performance against competitors? This session will help you examine the problems you face, to begin to create solutions to plan for the future. Moving beyond the pandemic, you will decide, prepare, and be ready for what your future will look like.

RISING UP!

Rising Up! Workshop & Webinar Series

MEET OUR SPEAKERS!

Register Here ~ <https://rising-up-workshop-series.eventbrite.ca>

If you have any questions, contact McKenna Modler redprojectcoordinator@gananoque.ca

Melissa Schenk, owner and founder of MS2 Productions is passionate about the power of video and digital marketing solutions. As a high impact digital video marketing agency that focuses on storytelling across all social platforms, MS2 Productions offers strategies that will accelerate your results! Stand out from your competition, boost your profits, and measure the return on your investment. Through a marketing social plan, MS2 crafts powerful messages and creative campaigns that speak to your customers, educate prospects, increase conversions and builds brand equity. Let's Create Something Extraordinary Together!



MELISSA SCHENK



JENNIFER BAKER

Jennifer Baker provides quality training on social media to businesses of all sizes. Using her education-focused degrees, Jennifer goes beyond explaining the importance of social media and gives her clients the skills and confidence they need to attract and retain customers. Through careful attention to each client's needs, time constraints, and skill levels, Jennifer trains individuals to make social media work for their business. Jennifer is a part-time instructor at St. Lawrence, and a contributor to Social Media Today. She holds a Master in Education, Bachelor of Education, and Bachelor of Arts in Business & Economics.

Karen McDonald-Hurley is the creator of "Business Plan Boot Camp" and "Planning Your Cashflow" which are easy to understand, customizable planning systems that have been used extensively throughout Small Business Centres in Ontario. As the lead consultant and founder of Opportunity Group she also provides one-on-one advice and coaching to small business owners who may be experiencing a specific issue or opportunity with their business and has helped over 1000 business owners develop business plans. She has been a go to resource on sustainable recovery providing advice and guidance for small businesses affected by Covid 19.



KAREN
MCDONALD-HURLEY



VICKY WALDICK

Vicky Waldick is an Account Representative (Small Business) with Workplace Safety & Prevention Services.

With the organization for 7 years, her focus for the past 3 years has been focusing on helping Small Business Owners in Ontario with easy accessible tools & resources to get them started. She also connects with various communities in her area to share the many simple safety solutions that WSPS has to offer.