

Business Retention + Expansion



BR+E Coordinator Training

Project Preparation and Interviewing Businesses

Date: Thursday April 26th, 2018

Location: Embro Zorra Community Centre, Embro, ON

WHO SHOULD ATTEND:

- Individuals who are interested in managing or coordinating a community level Business Retention and Expansion (BR+E) project
- Economic development professionals who will be involved in the implementation of a BR+E project

SESSION OBJECTIVES:

This training session will focus on stage one and two of the BR+E process and give you the skills to be able to:

- Understand your role as coordinator of a BR+E project
- Understand the benefits of BR+E and its role as a component of economic development
- Determine your community's readiness for BR+E
- Understand the BR+E survey and effectively conduct business interviews

COST: \$55

TO REGISTER: <https://www.eventbrite.ca/e/business-retention-expansion-training-tickets-44304218109>

For more information please contact Richard Hamilton at Richard.Hamilton@ontario.ca

Delivered in
partnership
with:



Business Retention + Expansion Training

Training Outline:

(9:30am - 4:30pm)

Welcome and Introductions

Overview of the BR+E Process

Team Work and Volunteer Management

Key Players in BR+E

Planning and Designing your Project

Methodology

Ontario BR+E Survey

Conducting Business Interviews

Immediate Response To Opportunities and Concerns

Business Interview Exercise

Communicating your Project

Wrap Up & Next Steps

ABOUT BR+E

Business Retention + Expansion (BR+E) is a structured action-oriented and community-based approach to business and economic development. It promotes job growth by helping communities learn about issues as well as opportunities for local businesses and sets priorities for projects to address these needs.

