

NEWS RELEASE

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Student Connections and Small Business Centre launch eBiz Boot Camp *Innovative program will help business owners maximize effectiveness of Web strategies*

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WATERLOO – Student Connections, a student-run computer consulting service at Laurier, and the Waterloo Region Small Business Centre have partnered to launch a new program designed to help business owners make more effective use of the Web.

The four-part eBiz Boot Camp, to be held Wednesday evenings from May 3 to May 24, will not only address the fundamentals of doing business online, but will also provide participants with practical ideas, recommendations, money-saving strategies and steps to success, says Cory Kittel, co-ordinator of Student Connections.

“The Internet has become an important communication tool in the modern business world, but too many small and medium-sized businesses have outdated sites, or don’t have a Web presence at all,” says Kittel. “The eBiz Boot Camp will give business owners the tools and knowledge the need to develop and implement a successful Web strategy.”

Topics addressed include: writing effective content for the Web, identifying target audiences, taxes and legal issues, creating selling strategies and search engine optimization. Presenters are industry experts and local online entrepreneurs, including Rob Matlow, president of REM Web Solutions; Craig Bahl, founder of ImageImports.com; Bill Waters, CEO of We-Create Internet Solutions; and Steve Logan, founder of Indigo.com.

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“With its hands-on exercises, group discussions and insights from industry experts, the eBiz Boot Camp is more than an opportunity to learn, it’s a chance to actually develop an effective ebusiness plan,” says Rob Clement, a small business advisor with the Waterloo Region Small Business Centre. “This is an excellent opportunity to gain knowledge crucial to the success of any business.”

The eBiz Boot Camp will be held May 3, May 10, May 17 and May 24, from 6 to 9 p.m., at the Waterloo Region Small Business Centre in Kitchener City Hall, 200 King Street West, Kitchener. Cost is \$200 for all four sessions or \$65 for a single session. For more information or to register for the program, please contact the Waterloo Region Small Business Centre at (519) 741-2984 or visit www.wluconnections.ca/ebiz.

Student Connections is an Industry Canada initiative that opened a centre in Laurier’s school of business and economics in 2001. The goal of the program is to assist individuals and businesses in local communities realize the benefits and possibilities of using technology.

The Waterloo Region Small Business Centre’s mandate is to encourage and contribute to the enterprising spirit and economic development of the region by assisting entrepreneurs with the development of new or existing businesses.