



Corporate Report

NO: R084

COUNCIL DATE: APRIL 30, 2007

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 30, 2007**

FROM: **Manager, Economic Development Office**

FILE:

SUBJECT: **Surrey Business Forums – 2007 Series**

RECOMMENDATION

That Council receive this report for information.

INTENT

To inform Council of the 2007 Business Forum series being offered by the City's Economic Development Office to Surrey's business community.

BACKGROUND

Surrey is home to a diverse business community made up of over 16,000 businesses of all categories, sizes and levels of sophistication. Today's economic environment, with the ongoing labour shortage, unique opportunities related to the Olympic Games, changing technological landscape and the global economy, has created areas rich with opportunity as well as areas of common concern for our business community.

In response, after consulting with agencies such as the Surrey Board of Trade, Small Business BC and the Canada Export Centre, we've created a series of business forums tailored to inform and educate participants on current issues and opportunities while helping build the overall capacity of our business community.

Attached as 'Appendix A' is an outline of the 2007 Business Forums being offered between May and December. Each forum will be held at Eaglequest at Coyote Creek, feature a guest speaker or panel with an interactive question and answer period. In order to ensure these forums are accessible to all, the cost to attend each session has been set at \$25.00. Participants will be able to register on-line at www.businessforums.surrey.ca.

CONCLUSION


In an effort to help meet the evolving needs of our business community, the Economic Development Office will be hosting a series of business forums to address topics of current and relevant issues and opportunities. These sessions, offered between May and December of this year, will be open to all Surrey business people.

The forums will be advertised through the Now newspaper, Business in Vancouver and City Page as well as our City website and with the cooperation of community partners such as the Surrey Board of Trade, our Chambers of Commerce, Whalley BIA, Cloverdale BIA and the South Asian Networking Association.

Donna Jones
Manager, Economic Development Office

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Attachment (1)
cc City Manager



Surrey Business Forums – 2007 Series

All forums will be held at Eaglequest at Coyote Creek, 7778 – 152 Street

2010 Business Opportunity Workshop

This workshop will inform and train Surrey-based businesses to identify and respond to business opportunities relating to the upcoming Vancouver 2010 Olympic and Paralympic Winter Games.

Wednesday, May 30, 2007

7:30 am Registration & Light Refreshments

8:00 - 10:30 am Program

Pre-registration is required at www.businessforums.surrey.ca no later than Friday, May 25th

Marketing, Brand Development & Making the Most of Your Website

This forum will discuss the important aspects of brand development, identify the difference between advertising and marketing and advise participants on how to position their websites to be powerful business tools.

Wednesday, June 13, 2007

7:30 am Registration & Light Refreshments

8:00 - 9:30 am Program

Pre-registration is required at www.businessforums.surrey.ca no later than Friday, June 8th

Think Asia – China 2008

This forum, held in partnership with the 2010 Commerce Centre, will help Surrey business people better understand the Asian market and assess their readiness to do business with China and other Asian countries.

Wednesday, June 27, 2007

7:30 am Registration & Light Refreshments

8:00 - 10:30 am Program

Pre-registration is required at www.businessforums.surrey.ca no later than Friday, June 22nd

Succession Planning

Succession planning is a process in which a business owner plans for the transfer of knowledge, skills, labour, management, control and ownership of their business. Our expert will help participants identify strategies for successful succession planning.

Wednesday, September 19, 2007

7:30 am Registration & Light Refreshments

8:00 - 9:30 am Program

Pre-registration is required at www.businessfourms.surrey.ca no later than Friday, September 14th

Business Start-Up

As experts in their field, experienced speakers will provide information on marketing and advertising, as well as tax and legal matters as they relate to new and small business start-ups and business growth.

Wednesday, October 17, 2007
7:30 am Registration & Light Refreshments
8:00 - 9:30 am Program

Pre-registration is required at www.businessforums.surrey.ca no later than Friday, October 12th

Hiring and Retaining Good Employees – Crucial Strategies for Success

Finding and keeping good employees is a common business challenge, especially in light of the existing labour shortage. From the day they hire their first employee, business owners begin to appreciate how valuable a motivated, productive employee can be to getting the business off the ground or helping it soar. So how do you go about finding, selecting and retaining the best people? This forum will identify crucial strategies for success.

Wednesday, November 14, 2007
7:30 am Registration & Light Refreshments
8:00 - 9:30 am Program

Pre-registration is required at www.businessforums.surrey.ca no later than Friday, November 9th

2010 Business Opportunity Workshop

This workshop will inform and train Surrey-based businesses to identify and respond to business opportunities relating to the upcoming Vancouver 2010 Olympic and Paralympic Winter Games.

Wednesday, December 5, 2007
7:30 am Registration & Light Refreshments
8:00 - 10:30 am Program

Pre-registration is required at www.businessforums.surrey.ca no later than Friday, November 30th
