

# The Ontario Digital Main Street Initiative: Workshops and Webinars

As part of Digital Main Street, OBIAA and Camp Tech will deliver a set of four FREE digital skills workshops to Ontario's small main street businesses.

## Host a FREE in-person workshop for your BIA or municipality

### WHAT'S PROVIDED:

- Online registration for participants
- Workshop title, description and key learning objectives that you can use to market the workshop
- Expert instructor
- Projector and screen (if not available at venue)
- 3 hours of original training content, delivered on-site for your group
- 2-page PDF resource guide for participants

### WHAT YOU, THE HOST, NEED TO PROVIDE (ALL COSTS TO BE CHARGED TO OBIAA):

- Workshop venue with tables and chairs in classroom style for (20-40 maximum) participants
- Extension cords and power bars
- Fast and strong Wi-Fi for all participants
- Screen and projector (can be provided if not available)
- Food and beverage
- On-site representative to open the venue, welcome attendees, troubleshoot any issues
- Promotion of workshops and webinars to your members
- Optional: the opportunity to say a few words about your organization and mention any other events or activities you have
- Optional: bring promotional materials to distribute to participants

### WHAT THE PARTICIPANTS NEED TO BRING:

- Workshop participants are strongly encouraged to bring laptops or tablets, but they are not absolutely required.

## HOW TO BOOK:

- 1.** Choose the Digital Main Street workshop(s) you would like to bring to your BIA/Municipality. Select one, two, three, or book all four for your community.
- 2.** Find and reserve a venue to host the workshop. You will need a medium or large room to accommodate 20-40 people, with tables, chairs, power, and a strong Wi-Fi connection.
- 3.** In order to avoid scheduling conflicts with our instructors, please provide at least two dates and times (in order of preference) for each workshop. The workshops are 3 hours long. We appreciate that businesses may prefer an early morning or late afternoon/evening session.
- 4.** Contact [training@obiaa.com](mailto:training@obiaa.com) to request your workshop(s). Book as far in advance as you can, and no less than four (4) weeks before your workshop date.
- 5.** You will be notified once your workshop is confirmed and it will be posted online at [obiaa.com/training](http://obiaa.com/training). You can begin promoting your workshop(s) and directing your members and prospective members to register online (the direct link to the registration page will be provided to you).
- 6.** Prior to the workshop, Camp Tech will reach out to all registered participants to confirm the venue details, directions, and anything else they need to know before the workshop.
- 7.** On the day of the workshop, about an hour before the session begins, an expert instructor from Camp Tech will arrive with the course materials and reference guides for all participants. Camp Tech will also bring a projector and screen if they are not available at the hosting venue.

For more information about the webinars and workshops or hosting a workshop, please contact Marlise Nishikihama: [training@obiaa.com](mailto:training@obiaa.com) or **416-768-7696**

Supported by:

