

# Virtual Connection Day: The Columbia Basin

Future-proof your business with a free one-on-one virtual meeting with a technology expert

Our next Virtual Connection Day is **September 24, 2020** - *Apply today!*

While COVID-19 has affected all Columbia Basin businesses in different ways, one thing is certain—adopting technology into your business is important now more than ever. Being visible and effective online is the key to future-proofing your business in this unprecedented time. Apply today for our next Virtual Connection Day to receive a free one-on-one virtual meeting with a technology expert to learn what tools and tactics you can adopt to help your company in this uncertain time.

This Virtual Connection Day is brought to you by BC Tech Association in collaboration with the Basin Business Advisors (BBA) program, KAST (Kootenay Association for Science and Technology), Community Futures Central Kootenay and Columbia Basin Trust.



## WHO IS IT FOR?

Small to medium-sized companies in non-tech industries in the Columbia Basin looking to learn about adopting technology to reach customers, generate sales and future-proof their business.



## WHAT IS IT

Companies who take part in the Virtual Connection Day will be connected with a technology expert through a one-hour virtual meeting. The technology expert will be able to conduct a short review of your business and make suggestions on new technologies and processes to adopt, that fit your business.

## Choose from one of three key focus areas:

### DIGITAL MARKETING

Connect with new customers and increase sales

#### WHO IS THIS FOR

Businesses who want to increase brand awareness, increase web traffic and sales and reach new customers

- Optimize your website to increase revenue
- Learn how to use social media to convert customers
- Find out how paid advertising works
- Learn how to develop your online businesses presence

### E-COMMERCE

Sell your products online

#### WHO IS THIS FOR

Businesses who wish to create additional revenue streams and grow.

- Learn how to implement e-commerce into your business and start selling online
- Learn about different e-commerce platforms and which one is right for you
- Find out how e-commerce platforms can positively impact your business in the short and long term

### CYBERSECURITY

Cybersecurity tactics for remote working to keep your business safe

#### WHO IS THIS FOR

Businesses who want to ensure their sensitive data is secure while working remotely.

- Find out what digital tools and best practices enables a secure set-up for remote workers
- Learn how to move your files to a cloud-based system
- Learn methods and recommendations to avoid potential cybersecurity threats

The Virtual Connection Day is free for participants. Apply for the Virtual Connection day [here](#) by Thursday, September 17<sup>th</sup>, 2020 at noon. If you have any questions, email [hello@wearebctech.com](mailto:hello@wearebctech.com)