



January 9, 2025

## Next Week: Marketing Basics - Key Concepts and Tools

Join Lee Gallant for this two-part virtual workshop. During the session, Lee will explore essential marketing concepts such as the 4 P's, SWOT analysis, and customer targeting, while also engaging in interactive exercises to deepen the learning experience. Check the link [HERE](#) and register today.

## Self-Employ PEI - Lunch & Learn *en français*

Anyone thinking of starting their own business is invited to attend a lunchtime seminar to learn how they could potentially benefit from the Self-Employ PEI. This program provides salary support and other benefits for the first year of operation of a new business. Check out the [Rural Action Centre training calendar](#) and call today to register.

## Arts & Culture Programs – Grants – Deadlines

Communities, not-for-profit groups, and professional and amateur artists will be interested in exploring the following programs which are open for applications in January:

[Community Celebration Fund \(closes March 3rd\)](#)

[Community Cultural Partnership Program \(closes March 3rd\)](#)

[Acadian and Francophone Culture Fund \(closes March 10th\)](#)

[Indigenous Arts Grants \(closes February 18th\)](#)

[Indigenous Art Bank Acquisition \(closes February 18th\)](#)

## Training Sessions at Rural Action Centres in 2025

Jan 14 & 16	<a href="#"><u>Marketing Basics with Lee Gallant</u></a>	Online
Jan 16 to Feb 6	<a href="#"><u>Successful Business Plan Workshops</u></a>	Montague
Jan 22 to Feb 12	<a href="#"><u>Operating Your Business – The Basics</u></a>	Online
Jan 28	<a href="#"><u>Excel – Intermediate Level</u></a>	Alberton
Jan 29	<a href="#"><u>Self-Employ &amp; Skills PEI Lunch &amp; Learn</u></a>	Wellington
Feb 11	<a href="#"><u>Canva Basics with Lee Gallant</u></a>	Online

*Did You Know?* [ACOA Business Information Services](#) can answer your business questions and guide you through the steps to make your great ideas a reality.

From funding to planning, from research to regulations, if there's something you need to run your business, contact: [pei.bis-sie.ipe@acoa-apeca.gc.ca](mailto:pei.bis-sie.ipe@acoa-apeca.gc.ca) or 1-888-576-4444.

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