



*Wilderness Tourism Association of the Yukon
E-News Flash for Friday, January 22, 2016*

This issue:

Marketing/Social Media & Financial Management Courses Available

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Courses provided through the Whitehorse Chamber of Commerce

The Whitehorse Chamber of Commerce is pleased to announce that because of the support from YG's Department of Economic Development and CanNor, the Chamber is able to offer two opportunities to help you in your business. We are now accepting registrations for: one, the very popular Financial Management Course, presented by the Business Development Bank of Canada and two, a new series of workshops prepared and delivered by our local marketing firm Aasman dealing with marketing/communications and social media for your business.

The Chamber will cover 90% of the costs for each of the BDC course and the Aasman Workshops. There is limited space in both of these offerings so reply as soon as you can as enrolment will be on a first come – first served basis.

Please find the outline of the Aasman Workshops attached to this email..

The BDC course is as follows.

To register, or if you have any questions, please respond to this e-mail, or call 667-7545. Both the BDC Financial Management Course and the Aasman workshops start February 11, 2016.

BDC Financial Management Course:

Comments collected from previous course attendees.

- Best workshop, facilitator is very well versed
- Great discussions on cash flow, managing receivables and inventory

- This was an excellent time to work on the business regarding our strategy and budgeting instead of day-to-day operations
- The BDC consultant had a great way of taking the financial concepts and making it realistic to our day-to-day business
- This was an excellent workshop. The BDC consultant was very knowledgeable and capable presenter.

Program Format:

The course includes three group sessions (February 11th, 12th and 26th, 2016) and an individual coaching session with the consultant. Sessions will be held at 8:30am – 12:00pm at the Gold Rush Inn Best Western Hotel.

Day 1

- Your business: what is it all about?
- Important financial concepts
- Recognizing revenue
- Good bookkeeping practices
- Financial statements: an overview

Day 2

- Financial statements: in more detail
- Interpreting financial statements
- How does this all relate to your business
- Financial ratios and key performance indicators

Day 3

- Business strategy & financial position
- The Role of Strategy
- The Role of Budgeting
- Cash management, working capital, cash-flow
- The External accountant
- Accounting tools available for the entrepreneur

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If you have information of interest to WTAY Members for the E-News, please send to info@wtay.com

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