

For Immediate Release: Friday, October 16

## Regina Public Library hosts week of programs for local businesses

Regina Public Library will show its support for Regina's small business owners, independent professionals and start-ups during Small Business Week by offering a free online speaker series on entrepreneurial resilience, October 19 to 23.

"Local businesses play a huge part in what makes Regina's culture unique, and they have had to re-evaluate how they do business this year," said Nancy MacKenzie, Manager, Community Engagement and Programming. "We're proud of our entrepreneurial community, and happy to be able to connect them with expert advice and reliable resources that might be financially difficult to access right now."

Sessions will cover business planning, financing, tax strategies, digital marketing, ecommerce solutions, targeting audiences on social media, coping with pandemic requirements, and more. Participants are required to register through the library's website to attend the free online sessions, which will take place on Zoom.

The series starts on Monday, October 19 with keynote speakers Natasha Nagel, Media Director of Brown Communications, who will speak about the science behind social media that helps businesses to find their customer base, and Lorne Boyle, Principal Consultant at Mandate Consulting Ltd., who will speak about surviving and thriving in COVID-19. These are followed on Tuesday by a large panel of expert business advisors discussing problem solving for small businesses. There are also opportunities through the week for one-to-one consulting with industry professionals. The full slate of programs can be found on the library's website, [reginalibrary.ca](http://reginalibrary.ca).

Visit the Business and Careers pages at [reginalibrary.ca](http://reginalibrary.ca) for ongoing programs and the host of free business resources always offered at Regina Public Library.

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