

RECOVERY ACTIVATION PROGRAM

MANUFACTURER'S GROWTH SERIES

THE SERIES

With proven results from RAP programming content in supporting more than 1,000 Ontario businesses, Canadian Manufacturers & Exporters (CME) and the Scale-Up Institute Toronto are forming a strategic partnership to deliver:

- Four engaging and outcome-oriented programs.
- Tailor-made content for small manufacturers looking to expand their retail footprints and increase sales.

ABOUT THE RECOVERY ACTIVATION PROGRAM

COVID-19 has left many Canadian businesses scrambling to pivot digitally to meet the new needs of their customers. That is why the Toronto Region Board of Trade and The Scale-Up Institute Toronto created the Recovery Activation Program (RAP).

This new initiative is designed to support businesses to improve their digital capacity and build their network through a series of curated programs that will help them to take the next step towards their digital transformation.

WHAT CAN I EXPECT?

RAP WEBCAST

- A 45-minute session.
- Professionally produced with interactive elements such as live polling and audience Q&A.
- Featuring industry experts and Ontario's small manufacturing leaders.

What is the Value?

- Understand the current challenges facing the manufacturing industry.
- Learn key strategies for selling effectively online through e-commerce.
- Learn from success stories and access industry expert's top tips for digital online growth.

RAP DIGITAL CERTIFICATE

- Three 3-hour sessions.
- Featuring interactive elements including live polling, breakout activities and roundtable discussions.
- Access to Canvas, an online learning platform with additional course materials and resources.

What is the Value?

- Gain a comprehensive understanding of:
 - Growth through e-commerce
 - Effective digital marketing
 - Business process improvement
- Develop a roadmap to start your digital transformation journey.

SERIES STRUCTURE

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**START
HERE** ▶
Click to sign up

DIGITAL NEEDS ASSESSMENT

DIGITAL CERTIFICATE

Topics can range from **Digital Marketing, Process Improvement** and **E-Commerce** to **Payment Technology** and **Practice Sales Techniques**

June 2
9:00 AM - 12:30 PM

September 15
9:00 AM - 12:30 PM

September 29
9:00 AM - 12:30 PM



For questions and inquiries,
please contact:

RAP Delegate Manager
Ashlee Chung | chung@bot.com

READY TO REGISTER?

**CLICK HERE TO START YOUR
NO-COST DIGITAL NEEDS ASSESSMENT**

NOTE: Please take the Digital Needs Assessment and select **Canadian Manufacturers & Exporters (CME)** as the industry association that referred you to RAP to enter the express lane to the program!