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MEDIA RELEASE

STRATFORD PERTH CENTRE FOR BUSINESS LAUNCHES PRACTICAL “AI FOR SMALL BUSINESS” MICRO-WORKSHOP SERIES

New 10-part AI Program geared to help entrepreneurs save time, simplify tasks, and spark growth

Stratford, Ontario – Monday, January 5, 2026 ... The Stratford Perth Centre for Business (SPCB), in partnership with investStratford, is kicking off 2026 with the launch of AI for Small Business, a new micro-workshop series designed to help local entrepreneurs confidently use artificial intelligence to simplify day-to-day tasks and strengthen their operations.

The self-paced, online program features 10 targeted, plain-language sessions, each only 20–30 minutes long and focused on a single practical skill. Tailored for busy owners in retail, food & beverage, wellness, tourism, and service-based businesses, every workshop provides a step-by-step walkthrough and a downloadable prompt sheet. Participants leave each session with a ready-to-use asset—such as a marketing caption, job description, policy draft, financial tracker, or grant application outline.

“Small businesses are looking for simple, trustworthy ways to integrate new technology without feeling overwhelmed,” says Joani Gerber, CEO of investStratford. “This series meets entrepreneurs exactly where they are—busy, stretched, and eager for tools that make an immediate difference in their workday. We’re proud to help bring a resource to the community that supports real-world productivity and business growth.”

The series covers practical topics such as creating social media content, drafting HR documents, completing market research, building basic financial forecasts, and generating quick Canva graphics using AI. No previous experience with artificial intelligence is required.

“This program was built with one goal in mind—give business owners the confidence to try AI in a way that feels accessible and useful from day one,” says Holly Mortimer, Business Advisor with the Stratford Perth Centre for Business and creator of the series. “These micro-workshops are short, friendly, and to the point. If you can watch a Zoom recording, you can use this program to save yourself hours each week.”

Entrepreneurs can purchase the full 10-session bundle for \$79, which includes all videos and downloadable tools. Workshops will be available on www.stratfordperthcentreforbusiness.ca or released weekly for enrolled participants here: <https://tinyurl.com/2zdfhfw7>

The Stratford Perth Centre for Business operates as a department of investStratford in partnership with the Ministry of Economic Development, Job Creation and Trade.

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About the Stratford-Perth Centre for Business

The Stratford Perth Centre for Business is committed to helping small business owners achieve their business goals. The Centre offers local small business support and complimentary consultation and easy access to resources, including business start-up services to support the development of new and already established small businesses. In addition to advisory services, events, seminars, and training opportunities are held throughout the year to meet small business essentials. For more info visit: stratfordperthbusiness.ca or info@stratfordperthbusiness.ca

About investStratford:

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education, and industry. Globally Connected | Community Driven For more info visit: investstratford.com

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