



**FOR IMMEDIATE RELEASE:**

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**INSPIRE EBUSINESS CELEBRATES A SUCCESSFUL CLOSING TO ITS 2015/16 SERIES OF EDUCATIONAL SEMINARS TO HELP ONLINE START-UPS**

**Hamilton, Bermuda 25 February 2016** – Inspire eBusiness has concluded its series of free workshops for existing and new entrepreneurs interested in starting online businesses with a seminar entitled *How to Develop Your Online Presence – Websites 101*. The series started in September 2015 and ran monthly, sometimes twice a month, to tackle the issues that relate to establishing an online presence in Bermuda.

Jamillah Lodge, BEDC Information Education & Communications Officer and Project Manager for the Inspire eBusiness initiative stated, “The purpose of holding multiple workshops is to focus on individual and specific components that are required to start an online business in Bermuda.” She continued: “By doing this, we are able to give our local entrepreneurs an opportunity to learn about the precise issues that they need to concentrate on for their respective businesses.”

The 7-workshop series covered topics that included: *Starting an e-Business*, which provided an overview of the basic requirements to start a business, *Local Requirements and Regulations for e-Businesses*, which focused more on legal considerations and compliance with the Ecommerce Standard, and the *Customs and BEDC Letter of Credit* workshop which helped entrepreneurs who are selling products online to understand what incentives are available and how to access them. The *Using Social Media to Drive Traffic to Your Website* was held in November during Global Entrepreneurship Week and had a full complement of panellists that provided tips and tricks to get customers to your website. One of the more exciting workshops, *Processing Online Payments and Cyber Security* provided attendees with what is required to develop proper payment processing on websites and, as always, included a discussion around PayPal and whether or not it can be utilized in Bermuda.

The *Finding Financing for your eBusiness* seminar was added to the lineup based on feedback from previous years. This included valuable advice from bankers on how to secure financing, an overview of the BEDC products that can assist in this regard, as well as information on alternative financing sources like crowdfunding.

The final workshop in the series, *How to Develop Your Online Presence – Websites 101*, had seasoned web and graphic designers sharing what they have learned as it related to developing a website. Key points included creating a site map, search engine optimization (SEO), creating concise content, and developing a user-friendly experience for the customer. Evaluations received show that those that attended found the information very helpful. One attendee stated: “These seminars have really helped me to focus my actions as it relates to establishing my own online presence.”

Director of E-Commerce Dr. Marisa Stones announced: “While this year’s workshop series has wrapped up, we are looking forward to launching the 2016/17 series which will include topics that are of great value to Bermuda’s e-entrepreneurs and e-tailers.” She continued: “Year after year, our Inspire eBusiness initiative continues to support eBusiness development and to encourage local businesses to develop online retailing. Visit the inspire eBusiness website for details on our next workshop series, and come out to meet subject area experts and get your questions answered.”

Those interested in attending the FREE eBusiness workshops can log on to [www.inspireebusiness.bm](http://www.inspireebusiness.bm) to register for seminars that will be scheduled for the upcoming year.

**About Inspire eBusiness**

Inspire eBusiness was launched in February 2014 with the objective of supporting and encouraging the development of local e-commerce business in Bermuda with a focus on educating existing and potential entrepreneurs as well as the public about the process of starting an online business and setting up ecommerce on their websites.

Inspire eBusiness is sponsored by the Department of E-Commerce within the Ministry of Economic Development. The initiative is coordinated by the Bermuda Economic Development Corporation with support from the Business Technology Division of the Bermuda Chamber of Commerce.

For more information about Inspire eBusiness, please visit [www.inspireebusiness.bm](http://www.inspireebusiness.bm).

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