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## Small Business Webinars

### Objective

To support our small and mid-sized business customers and clients, TD developed a series of small business webinars.

### Description

The small business webinars were an effective forum for TD to provide practical advice and strategies for better business management on topics such as:

- [Managing Your Cash Flow](#)
- [Getting the Most From Government Programs](#)
- [How to do Business with the Government](#)



### Impact/Stats

As awareness built, interest in the webinars grew. By the third one, registration increased to 3,700, with more than 1,260 attending the live event.

Post-event analysis shows that viewers found the webinars engaging:

- Approximately 70% of live viewers stayed for the entire presentation – above the industry norm.
- More than half of the attendees stayed to the end for the live Q&A session that followed the video presentation.
- Approximately 700 live viewers participated in a survey:
  - 97% said that they'd found the webinar useful;
  - 98% expressed interest in upcoming webinars; and
  - 27% indicating they'd consider contacting a TD Small Business Advisor.

In September, we also launched a new [TD Small Business Banking web page](#) that features links to all of our past webinars and presents a list of our upcoming topics.

### In Depth

- [KPIs](#)
- [GRI Index](#)
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