

Enterprise

Editorial Calendar for 2010

ISSUE	EDITORIAL CLOSING DATE	STREET DATE
January	November 20/09	January 5/10
April	February 19	April 1
June	April 23	June 1
September	July 23	August 27
November	September 24	November 1

JANUARY: Social Networking. Is it for your SME?; HR 101—Hiring & Firing

- **Social Networking. Is it for your SME?** Does it make sense to have your SME use any or all of the popular sites, i.e. LinkedIn, Twitter, Facebook, etc? Should you jump on the “bandwagon”? What are the advantages?
- **HR 101—Hiring & Firing:** It has been labelled a “technique”—that is, properly hiring and firing. What are the do's and don'ts and the legal ramifications involved?

APRIL: Greening Your SME; How Do You Spell Leadership?

- **Greening your SME:** With this month marking the 40th Anniversary of Earth Day, what has your SME been doing to help?
- **How Do You Spell Leadership?:** We examine what makes a top-notch leader.

JUNE: Taking the Business Online; Employee Internet Use

- **Taking the Business Online:** It's surprising to find that there are still a large number of SMEs not utilizing the Internet to its fullest potential. We examine why it is important to have an interactive site as well as how to do so, together with the potential benefits.
- **Employee Internet Use:** Where do you draw the line? What are the costs and liabilities to your business?

SEPTEMBER: Annual Money Focus; Annual SME Report Card

- **Annual Money Focus:** Our Annual Money focus is always of interest to our readers. It provides ideas and topics to help SMEs manage their finances—perhaps the most difficult part of growing and sustaining a business.
- **Annual SME Report Card:** Our Annual SME Report Card provides a review of how Canada's SMEs managed over the previous year. Our readers always find this of interest using the data as a benchmark for their own SME.

NOVEMBER: Annual IT Security Update

- **Annual IT Security Update:** What has been happening with IT security over the past 12 months? What are the predictions regarding potential new risks?

This editorial schedule is for key feature sections contained in the respective issue. Additional articles are always present based on topics such as: technology, leadership, the Internet, human resources, sales, marketing, networking, general advice, investments, finance, success stories, and more. Please feel free to submit further topics and suggestions to: editor@enterprisemag.com. Note: the above dates and Editorial Content are subject to change due to circumstances beyond the control of management.