

BUSINESS

WOMEN SCOTLAND

11th October 2016

Trades Hall, Glassford St, Glasgow

the live event

when business meets style....

Speakers

The Learning Labs

FOR BUSINESSES



6 Steps to Improve Digital Marketing
Mark Connolly

...and get more leads. Be prepared and proactive with the right strategy.

9.45 - 10.05



The Learning Labs

FOR BUSINESSES



Superfast Broadband for Business
Sara Budge

Why superfast broadband is fantastic news for business, with some small business success stories.

10.10 - 10.30



The Confidence Lab

BEST FOOT FORWARD



Being a Nice Human
Kirsty Mac

How your mind works, belief in the ability to challenge in conversations and the confidence to be yourself in any business.

10.40 - 11.00



The Learning Labs

FOR BUSINESSES



Is Network Marketing For You?
Lesley Collins

Lesley will be talking about how network marketing works, how to make it work for you as a business, the benefits and pitfalls.

11.05 - 11.25

The Culture Lab

FOR INSPIRATION



From Lawyer to Food Writer
Sumayya Usmani

How a London lawyer chose a new path, following her love of Pakistani cuisine, in Scotland.

11.35 - 11:55

Lifestyle Logic

FOR HAPPY LIVES



Face Changing Makeup
Barbara Cameron

How semi-permanent makeup can both empower and boost confidence.

12.00 - 12.20



The Learning Labs

FOR BUSINESSES



Criteria for Brand Development
Mia O'Neill

10 point checklist on how to build a successful brand strategy to develop and grow your business.

12.30 - 12.50



The Inspires Stage

DREAMING BIG



Dreaming Big
Christine McGrory

How the power of having a compelling vision can help you realise your business dreams.

12.55 - 1.15



The Learning Labs

FOR BUSINESSES



IP Essentials for New Business
Meena Murrin

Patent and trade mark must-dos to help protect and leverage your brand.

1.25 - 1.45



The Learning Labs

FOR BUSINESSES



Why PR is as Important as HR
Peter Samson

Engaging with your target audience is vital. Learn how to be prepared so that you get the most benefit from your PR.

1.50 - 2.10



The Confidence Lab

BEST FOOT FORWARD



The Confident You Toolkit
Stella Milsom

Dealing with change, being well and resilient. 5 tips to release your own personal cheerleader.

2.20 - 2.40



A great day of networking for women in business, bring your business cards!