Women Making it Work
A Casey-Cardinia Business Network

WMIW 2012 Conference

Growing YOUR Business on a Shoe String!

Friday 20th July, 2012

Information packed sessions to assist you to keep **YOUR** business viable in a tough economic climate.

Keynote Speaker

Marcus Bird

Double your clients, without marketing!

Workshops:

- Social Media Marketing on a Shoestring
- Grow your business for the cost of a cup of coffee!
- Intrinsic success
- Enhance your business success

Commences at 1.00pm until 10.00pm

Cocktail hour & buffet dinner included in the price

- Early bird $100 (members only)

Note: Early bird bookings close 1st June 2012

- $130 members and $160 (non members)

Location

Narre Community Learning Centre
3 Malcolm Court. Narre Warren

Gold Sponsors

PLAN4 wealth · South East Lawyers · ECO ALTERNATIVES · Communicate Your Brand · nab

Silver Sponsors

ChemDry · CARDINIA · COLLEEN HENNEQUIN & ASSOCIATES · TRAVELMANAGERS

Book now online: www.wmiw.com.au

Women Making It Work –

GROWING YOUR BUSINESS ON A SHOE STRING

Date – 20th July, 2012 – Location – Narre Community Learning Centre, 3 Malcolm Court, Narre Warren. (Training facilities) Commences at 1.00pm.

Conference: Member's early bird $100.00 (Expires on 1st June, 2012)

Members $130.00 Non members $160.00

Member Guests are eligible for member pricing when a WMIW member completes the booking on the guests behalf.

Book online at www.wmiw.com.au Admin: 0407 009 656 or admin@wmiw.com.au

Times	Activities
1.00pm	**Conference Registration and networking time – Tea/coffee and snacks available**
1.30-1.45	**Official Opening – Chair – Annemarie Cross**
1.45 -2.00	**'When the going gets tough the tough get TAPPING'.** **Dr Linda Wilson** will take you through a short exercise to demonstrate how to 'change your mind' to move forward. A 'stressed mind' is depleted and confused. Dr Wilson will help you get things back on track quickly and simply. A great way to start any day!
2.00 – 3.30 A B	**Workshop Session – One** ***"The Art of Networking – growing your business for the cost of a cup of coffee!"*** **– Megan Glew B.A. LL.B Family Lawyer – South East Lawyers** Building referral relationships through networking is not only inexpensive but it is more importantly one of the most effective ways to obtain long term and sustainable business leads and referrals. However, the art of networking is counter intuitive as believe it or not for the most part it DOESN'T involve telling other people how good you and your business are! Learn some tips and tricks to successfully build relationships through networking and grow YOUR business for the cost of a cup of coffee! ***Social Media Marketing on a Shoestring: Low-Cost and No-Cost Tools & Strategies to Build Your Online Profile, Your Network AND Your Sales.*** **– Annemarie Cross – Communicate Your Brand** Are you leveraging the power of Web 2.0 technologies and social media marketing to build a community of people that that know, like and trust you and who may eventually become your clients because they LOVE and want to work with YOU?! If you have no idea where to begin; what to include in your online profile; what to say or share so you don't damage your reputation; or you've been dabbling with social media with dismal results – this hands-on workshop is for you
3.30pm	**Market to Market – Deals and Opportunities for everyone to benefit from.** **Gold Sponsors** 1. Plan4Wealth – Mary Benton 2. South East Lawyers – Ann Gambetta 3. Eco Alternatives – Les & Jenny Nappier
3.50 – 4.10	**Afternoon tea**
	4. Communicate Your Brand – Annemarie Cross 5. NAB Business – Kirsten Bak 6. Chem Dry Ultimate – Dermot McConville 7. Colleen Hennequin & Associates – Colleen Hennequin 8. Cardina Shire – Frances Grigoriou
5.00 - 6.00pm 6.00- 6.15pm	**Keynote Speaker – Marcus Bird – Intrinsic success – Double Your Clients, without marketing!** "The only reason small business owners are not more successful is that they get in the way of their own success." Marcus said - I love empowering business leaders to get out of their own road. Helping them to align, get clear and leap into massive action. Unleashing their full potential for greater global success". **Question time – Chair WMIW Annemarie Cross**
6.30 – 7.30	**Buffet dinner and Networking time**
7.30 – 7.45	**Sponsors – Market to Market – five minute slots only (3)** 1. Nichole Edgar – PersonalTravelManager 2. THREE SPONSORSHIPS AVAILABLE
7.45 – 8.45pm D E	**Workshop section two** **Marcus Bird – Keynote speaker follow up workshop** If you get the intrinsic stuff right, by getting out of the road, then all of the money you spend on marketing will pay off ten told". Having had a long and successful small business and corporate career Marcus experienced a life changing illness that saw him enter the natural therapies field. He soon turned his personal clinic business into a $150,000 per annum success story in less than 6 months. – Come and find out what you can learn from him. **Helen Storr – Professional Leadership Coaching & Executive Business Consultancy – Director at Pivotal Pathways** **COACHING SKILLS TO ENHANCE YOUR BUSINESS SUCCESS** Coaching programs can be very expensive to access so why not develop some basic skills so you can use them to enhance your business. By understanding basic coaching skills and developing reflective practises in yourself, you can have an edge over your competitors in your business. This workshop will provide you with knowledge, strategies and fun to help you build your business success.
9.00	**Closing and Cocktail hour, networking and sponsorship opportunities**
10.00pm	**Official Close**