

She's the Business – Expert Workshops

Each workshop will run twice on the day, at 10:15-11:00am and 13:45-14:00pm.

SHE'S CONFIDENT: HOW TO SWERVE THOSE NERVES

Maggie Ford – Springrites

In this workshop, you will be introduced to a range of situations such as networking, client meetings and pitches, where having the practical skills to present with confidence will be crucial. After a brief overview of situational analysis, including the etiquette of networking, the session will include a number of practical exercises to help you develop effective presentation skills, including:

- Presenting yourself with confidence
- How to be welcoming and inclusive
- Banishing nervous tension
- Inspiring trust
- Sharing your skills

SHE'S THE CREATOR: HOW TO KICK-START KICKING ASS!

Ann Davies – BizWizuk

This workshop will reveal various skills and tools needed when starting a business. Robert Kiyosaki once said, *"Successful people don't fear failure, but understand it's necessary to learn and grow from,"* and when it comes to setting up a new business, there will be failures along with successes. Now, our speaker Ann Davies says, *"I wish I knew then, what I know now"* and she'll talk you through her career highs and lows, pitfalls to avoid and top tips for success including:

- The value of mentoring and support
- Focus, Focus and Focus
- Let it go and let it grow – don't do it all yourself
- Charge for what you're worth – don't undersell yourself!

SHE'S HAPPY: HOW TO BALANCE WORK & PLAY

Jo Grobbelaar – This Great Life

In today's always-on working culture, a healthy work-life balance is increasingly crucial. This workshop will introduce you to six qualities of entrepreneurial leadership, the wow factor they give your business and if you're not mindful, how they can have a negative impact on your health, wellbeing and overall happiness. The session will cover a range of specially developed tools to help you harness certain behaviours to enrich your daily life in and outside the workplace. Jo Grobbelaar will lead you through:

- A simple ritual and routines to put you in a great mind-set at the very start of your day
- Creating a 'Base Camp' to leverage your zone of genius
- Sparking your creativity to stay at the leading edge of your life and business
- How happiness is a by-product of certain behaviours
- Solution-focused thinking to guide you to your best actions

SHE'S SOCIAL: HOW TO LAUNCH AND MAINTAIN YOUR DIGITAL PRESENCE

Lizzie Newell, Soap and Glory Social Media Manager & Jasmin Rafferty, Community Assistant Manager

Lizzie and Jasmin will introduce you to a range of digital marketing tools you'll need when considering how best to communicate your offerings to your target audience. The workshop will cover the following digital strategies:

- Discovering the insights, habits and interests of a chosen target market
- Developing a consumer truth and channel strategy
- Building and delivering reactive, relevant content to channels
- How to measure success and stay ahead in an ever-changing digital landscape