

## Swindon & Wiltshire Women in Business Conference 2017

### Workshop Overview

#### AM Block

##### **Better Business Strategy** | Isla Baliszewska

Isla helps business leaders and entrepreneurs to realise their strengths and opportunities, to foster growth and innovative thinking, to face challenges and instigate positive change.

A qualified business coach and mentor with a solid business background, Isla Baliszewska has worked with clients from the corporate world, public sector and education, as well as entrepreneurs and start-up enterprises.

In this interactive workshop you will have the chance to explore your strategy, its strengths and weaknesses, and develop concrete plans for improving strategy and moving to a more successful business.

##### **Great Communication Sells** | Denise O'Leary

Denise O'Leary is the founder and owner of award-winning Purpol Marketing. A dynamic, enthusiastic marketing specialist, coach and company director, Denise has extensive experience of delivering impressive results in demanding business environments. Purpol identifies and implements effective marketing strategies for SME and corporate clients on a pay as you go basis.

Come and hear her key tips for developing high-impact and effective communications. Your questions and key issues will be welcome.

##### **Growth Through Export 101** | Raddasah Nolan & Hilary Green

Are you thinking about trading internationally? Perhaps now is the time to start to unlock your overseas opportunities. Get tips on where to start, how to do it and who can help you develop your success through export.

Our expert speakers from the DIT and Barclays bring years of experience helping small businesses crack overseas markets, and will talk about simple strategies for making money overseas.

##### **Mindset for Success** | Claire Dore

Claire Doré is a Confidence and Wellness Coach who is passionate about helping female entrepreneurs reconnect with their true authentic self to enable them to achieve ultimate success in all areas of their business and life.

Today Claire will discuss with us how our self-belief and self-confidence play a vital role in our business success, and she'll share some top tips for getting over the common blocks and moving ahead.

##### **Brainstorm Booth** | Helene Jewell

Helene is a professional facilitator who will inject passion, precision and clear direction into the WiB Brainstorm Booth. An experienced facilitator, Helene draws on an eclectic skill and knowledge base to bring the best out of the groups she works with.

New in 2017, the WiB Brainstorm Booth will give you the chance to come with your own questions, issues and concerns, working with other participants to generate solutions and prioritise actions.

## PM Block

### **Winning PR for small business** | Fiona Scott

Fiona Scott is a journalist, media consultant, videographer and TV producer/director. She has worked in the media for almost 30 years including working for ITV, BBC & Comic Relief.

Fiona set up her media consultancy in 2009 and currently works with associate writers and media professionals to offer a range of different ways to tell stories and share news, all tailored to budget and need.

In this workshop you'll find out about the big dos and don'ts of PR, and how even a small business can have a big impact.

### **Position Yourself for Success** | Lis McDermott

Lis McDermott aka Headshot Diva has photographed over ninety-seven weddings and hundreds of business profiles in her nine years in business.

Based on her experience helping people present the best of themselves, Lis is now provides training to develop the perfect posture, post and presentation for business - come and find out how to feel better, to present clearer, to impress more.

### **Break Through with Social Media** | Natalie Luckham

Natalie Luckham launched Naturally Social in 2015, using her experience and passion for social media to show others how making meaningful relationships online can enhance brand reputation and customer satisfaction.

Social media consultant, trainer and entrepreneur, Natalie will talk about the dos and the don'ts, sharing some insider tips to make sure your message breaks through.

### **Is Your Business Sailing?** | Belinda Waldock

Agile Business Coach and author of Being Agile in Business, Belinda works with businesses, leaders and teams to grow and develop through agile working.

Back by popular demand, Belinda's workshop will feature an agile reflection game to help participants get clear, new perspectives on their business, and how they can move forwards.

Agile is a methodology and way of working to navigate uncertainty and gain perspective.

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**TEN**  
**WOMEN**  
**IN BUSINESS**