

WOMEN IN BUSINESS

Making business connections...

Autumn 2010

www.womeninbusinessni.com

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Women in Business support Habitat for Humanity Charity

Members of the Women in Business network are taking an innovative approach to networking – while lending their support to Habitat for Humanity - as they don hard hats on site at the charity's current build project at Madrid Street, East Belfast.

Pictured here are the first Women in Business team of 15 volunteers on site. In the foreground (l-r) are: Christine Boyle (WIB ex-Chair), Roseann Kelly (WIB Chief Executive) and Edel Doherty (WIB Chair)

Strategic Partners:

Deloitte



West Coast Cooler
FASHIONWEEK

13-17 October 2010
www.belfastfashionweek.com

WIB Special Discounted Ticket Hotline (£10)
028 9032 4437

Chair's Message



I am delighted and honoured to have taken on the role of Chair of Women in Business NI Ltd in March 2010 and to now address my first message to members in this newsletter.

I would like to thank most warmly my predecessor, Christine Boyle, both for her sustained hard work and commitment to the network over the years, and for the support and encouragement she gave me when taking over from her.

For those of you who don't know me yet, I'll tell you a little about myself and my experience of Women in Business – so far.

I have spent all of my career working in the travel industry. I joined WIB in 2006, but during my first year of membership, I was not an active member. I didn't go to any events. When faced with my membership renewal in the summer of 2006, I made the decision to become more actively involved. I started going to as many of the events as I could and quickly started to see the real benefits of the network! I became more involved in the work of the network and believed in its aims. In autumn 2007, a call went out for nominations to serve on the WIB Board. I put myself forward, and after an interview, I was co-opted onto the Board of Directors at the start of 2008.

Since then, I have been involved in the running of our network. I have served on several of the small committees that behind the scenes carry out the work to make sure our events and network administration all run smoothly. I worked on the committee that organised our first Business Forum at Malone House, and was also on the HR committee.

My involvement on the Board and attending so many of our events have helped me develop tremendously. I have gained in confidence, as well as honing my business skills. Seeing the support that members can get, and having the chance to speak to so many strong female role models at WIB events encouraged me greatly. I became more self-assured by seeing how many successful business women there are out there. In fact, the network was instrumental in my taking the decision to go out on my own. Until this year, I had been an employee of a large travel agency.

I took the plunge and set up Barrhead Travel Ltd, specialising in managing business and corporate travel accounts. In fact, it was in March – the same month that I agreed to accept the role of WIB Chair!

My own business has been a bit of a baptism of fire – launching just as the first wave of volcanic hit the travel industry. But, I have a great team of five people with me and I am really enjoying the challenge of making this new business succeed. The energy we each bring to our own business is what makes a business successful. Gone are the days when any of us could sit back and wait for customers to come to us – we've got to get out there and find them.

My strongest bit of advice to other WIB members is to make the most of your membership. Come to our events. The camaraderie, buzz, business information and contacts you'll make there are great. Plus, membership is tremendous value – with the majority of members events free of charge, it's a steal. Those of you not currently attending are doing yourselves a real disservice. If you feel apprehensive about coming on your own – give me or any of the team a ring and we'll be sure to arrange to meet you there.

I see my role as Chair of our network involving me taking a mentoring role. I am committed to supporting members and helping you with any advice I can give on an individual basis as much as I can.

I look forward to meeting many more of you at our autumn events. Please do come and speak to me if you see me.

Edel Doherty
Chair of Women in Business

WIB Events

Autumn / Winter Event Series 2010/11

Women In Business is delighted to announce a series of events that will help you reach new heights within your business.

The event series has been created in response to the issues you have raised. Each is specifically designed to provide you with valuable advice and insights into key areas of business activity, which will help you to survive and thrive in the current climate.

Make your membership work for you by attending these events and driving your business forward. All these events are FREE for members. Spaces at the events are limited so please book early to guarantee your place.

Book online or contact Lindsey McVarnock:
email: lindsey@womeninbusinessni.com
tel: 028 9022 4006/0845 6076041

'Accelerate Your Business Speed Mentoring and Speed Networking' Thursday 16 September

(11.00am – 2.00pm)

Invest NI Headquarters, Bedford Square, Bedford Street, Belfast
Mentors: Prof Debbie Boyd, RE3; Mark Ennis, SSE Renewables;
Bro McFerran, Allstate; Tracy Meharg, – Invest NI.
Open to Members Only

'Crank Up Your Profile' Thursday 14 October

(12noon – 2.00pm)

BBC Blackstaff Studios, Great Victoria Street, Belfast
Expert advice on how to raise and maintain your profile, with a local case study example plus facilitated networking.
Speakers: Gwynneth Cockcroft, DCP Strategic Communications & Hugh Black, Victoria Square.
Members – FREE; Non-members £40

'The Power of Partnerships' Wednesday 17 November

(6.00pm – 8.00pm)

Expert advice on 'pairing up to profit', with local case study examples and facilitated networking
Holiday Inn Hotel, Ormeau Avenue, Belfast
Speakers: Michael McIntyre, Envision; Ruth Morrow, Tactility Factory and a speaker from Deloitte
Members – FREE; Non-members £40

'In the Driving Seat' Tuesday 7th December

(12noon – 3.00pm)

Radisson Blu Hotel, The Gasworks, Belfast
Speaker: Joanne Grant, MD Ireland, JC Decaux
Motivation and inspiration from one successful woman's twists and turns in her journey to the top - as well as Christmas festivities and networking.
Members – FREE; Non-members £40

'Voices Heard' Thursday 20th January 2011

(12 noon – 3pm)

The Long Gallery, Parliament Buildings, Stormont
Our annual event at Stormont. A panel discussion will be hosted by Anna-Lo MLA on the current key business issues.
Open to Members Only



Women in Business events are supported by Invest NI



New WIB Initiatives

Put simply, our network exists to help business women in Northern Ireland to grow their businesses.

We want to constantly find new ways to improve on what we offer you. With support from Invest NI and our new strategic partner Deloitte, we have an exciting line

up planned for the coming months of topical business development events with facilitated networking opportunities. In preparing this new schedule, we've taken on board some of the feedback that you gave in the recent annual 'Members' Survey'.

The events we have scheduled for Autumn/Winter are aimed specifically at providing advice and insights into some of the key areas that will help your business to survive and prosper in the current climate. By attending these, you will make contacts that will help you develop your business, while learning from leading business experts.

We are also delighted to be launching a new concept to our calendar in the form of Masterclasses. Places on these will be offered to you in small groups of around fifteen and will give access to advice and guidance from some of the country's leading authorities in business.

There has been positive feedback on the Business Lunches initiative and we plan to hold these monthly from now on. Businesses Lunches offer a more informal opportunity for you to make business connections and generate new business in a friendly environment and they sit well alongside our already well-established series of networking events.

If you've used our website recently, I hope you have noticed a range of improvements to it – the result of a lot of work in recent months.

We will also be introducing a new Recruitment Incentive Scheme which will offer members introducing other women to our network a range of desirable treats - from lunch at the Radisson Blu Hotel to a pamper day at the Culloden Spa. Keep an eye out on our emails for further news of this and other new initiatives that we plan to introduce over the year ahead.

The office team is working hard to make sure that we deliver above and beyond member expectations. Please do contact me if you have any ideas that you would like to suggest on how we can do more for you.

Roseann Kelly, Chief Executive
roseann@womeninbusinessni.com

Meet the rest of the WIB Team

In recent months we have welcomed two new faces to the team in the busy WIB office. Each member of the team is working extremely hard to develop your network and to deliver even more support and benefits to our members. Please do contact us to give us your feedback on the network and to make suggestions on what else you would like to see from the WIB network.

The Office Team

Julie Fitzsimmons
Business Development Manager

Julie joins WIB from the Park Plaza Hotel at Belfast's International Airport and has worked in a range of marketing roles for over 25 years, including GCAS Advertising, McCann-Erickson and Aiken Promotions. Julie has just completed her Queens University Diploma in Marketing, Advertising and PR.
Julie@womeninbusinessni.com

Eva Garland
Marketing Co-Ordinator

Eva has been working with WIB for just over a year now, concentrating on the marketing and administration of the Women into Business programme. Previously she worked with a website development company after leaving university with a degree in Media Studies with English and a Diploma in Management Practice.
eva@womeninbusinessni.com

Lindsey McVarnock
Administrator

Lindsey joined WIB at the start of the summer after graduating from the University of Ulster with a degree in Business Studies.
lindsey@womeninbusinessni.com



The WIB Office team: (l-r) Roseann Kelly, Eva Gardner, Julie Fitzsimmons and Lindsey McVarnock

The WIB Board of Directors

A warm welcome to three new Directors who have recently been co-opted onto the WIB board:



Jackie Henry, Partner, Deloitte



Tommy Maguire, Commercial Director, Core Systems Ltd



Elaine McKeown,
Elaine Marketing

These three Directors join Edel Doherty, Julianna Sloan, Christine Boyle and Alison Armstrong on the WIB Board.

Connections Mentoring Programme

Women in Business is delighted to have arranged places for 15 WIB members each year over the next three years on the three-year mentoring programme, Connections, run by Business in the Community. With funding support from ESB Independent Energy, the programme brings together owner-managers of small businesses with in-house experts from larger mentor companies, or experienced experts in a particular field, to help the small business develop and grow.

To date, 11 of our members are taking part in the Connections programme. Below, members Irene McCaffrey and Alison Brown share their experiences of mentoring with us.

Irene McCaffrey – IMPACT FITNESS CAMP

“I have been a Personal Trainer for many years and just recently created Impact Fitness Camp based in Lisburn and Moira. I specialise in weight loss boot camps that are guaranteed to help people drop body fat and increase their fitness levels.

“I had a discussion with Heather Major, Connections Manager at Business in the Community, and we determined that I needed to develop a marketing strategy. Heather contacted Elaine McKeown of Elaine Marketing.com - coincidentally also a WIB Director - and arranged for us all to get together. Elaine was interested in the challenge and readily agreed to mentor me.

“So what has been happening? We have met twice so far with Elaine giving me a list of tasks to complete at each meeting. It is as simple as that. The relationship is working well and I am encouraged by the progress even at this early stage. We been focusing on my unique selling point, my niche and my customer, and looking at the potential of branding. All quite simple, but with a marketing specialist we have been able to take appropriate steps to develop a marketing strategy.

“If you are interested in what I am offering, you can find out more at: www.impactfitnesscamp.co.uk

“I am delighted to be involved in this programme, appreciate the support and would recommend the programme wholeheartedly.”

For information on Elaine’s marketing business visit: elainemarketing.com



Irene McCaffrey of Impact Fitness Camp who is being mentored through the Connections Programme



Alison Brown – ALISON BROWN INTERIORS

“After completing the GO FOR IT programme Alison Brown Interiors started trading in August 09. I had a client base and contacts from my previous position, but this only got me so far. My business advisor at GO FOR IT was fantastic: she suggested I join a networking group and after looking into it, WIB seemed to be the best option for me. I joined up and went to a few networking sessions.

“I met Heather Major there and got chatting to her about my business, explaining that I had been extremely busy from Aug 09 too Jan 10 helping my clients realise their Interior dreams. In the middle of January, my projects started to slow down and I was at a loss as to how to promote my business further. She went through my strengths and weakness, discovering my strengths lay in creating spaces for my clients that lived up to all their expectations and that my weaknesses were marketing and promoting. Heather suggested that I would find it useful to join the Business in the Community Connections mentoring programme and it has been a godsend. “My

mentor has made me look at my business in a whole new light. I have started to ask the right questions that my potential clients would ask when looking for an Interior Designer. He feels that my biggest marketing tool is going to be my website. We have been working on ways to give the website a facelift and raise it up the rankings. It still needs a lot of work, but with his support and experience, I feel in the not too distant future that Alison Brown Interiors will have a website to be proud of.


“Feel free to get in touch for any type of Interior queries: 07816241614 www.alisonbrowninteriors.co.uk

To find out whether Connections can help you with your business too, contact Heather Major at Business in the Community: Tel 028 9046 0606 or email heather.major@bitcni.org.uk



Alison Brown - Alison Brown Interiors





Around here, only one part matters

At Deloitte, the only thing that limits you is the head on your shoulders.
Proud to be strategic partner of Women in Business.

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Deloitte.

New Strategic Partnership with Deloitte

We are pleased to announce that WIB has entered into a strategic partnership with leading business advisory firm Deloitte that will benefit our members.



Roseann Kelly, WIB Chief Executive and Jackie Henry, Partner with Deloitte

As an official WIB partner, Deloitte will offer advice and expertise to Women in Business NI Ltd and will support network members by contributing to the wide range of events, newsletters and online content delivered by the network.

Jackie Henry, Partner with Deloitte Belfast, believes that the partnership will be beneficial to both parties. "At Deloitte, we have seen firsthand how strong female leaders bring new perspective and create new approaches to business challenges, benefitting our business as well as our clients," said Jackie. "We are pleased to be partnering with Women in Business NI and hope that through the association we can aid the development of female entrepreneurs in Northern Ireland."

WIB Chief Executive Roseann Kelly commented: "Fundamentally our organisation is about supporting businesses to grow through networking, so partnering with a strong business brand such as Deloitte is fantastic news for our organisation and members. We strongly believe that by pooling resources and skills with like-minded and dedicated organisations such as Deloitte, we can develop a long term strategic approach that will encourage and assist the growth of female entrepreneurship in Northern Ireland and ultimately impact positively on all aspects of the local economy and society."

New Members

We extend a warm welcome to our new members who have joined Women in Business recently.

Elaine Carr
Charise Boal
Claire Bradshaw

Lynn Caulfield
Mandy Collie
Janette Collins
Martina Connolly

Rachel Cook
Wendy Cree

Conac Devlin
Christina Duffy

Petia Fleming
Katrina Gray
Michele Guerin
Sandi Hamilton
Joanne Hatty
Natalie Johnston
Catherine Kane

Europa General
Anderson Manning Associates
Belfast Visitor and Convention Bureau

Genesis
Midtown Business Centre
Bennett & Collins Ltd
Belfast Chamber of Trade and Commerce

Troup Bywaters and Anders
Europa General Underwriters (NI) Ltd

CD Speakers
Self Employed Chartered Accountant

Belfast Alterations
Campbell Stafford Solicitors
First Trust Bank

Regus
Smith & Smith Architecture
Anorak Creatives
Catherine Kane Associates

Suzy Kirk
Jill Little
Karen Martin
Fiona McCabe
Alyson McElroy Jones
Denize McKeown
Roisin McNamara
Jane McClenaghan
Lorraine McConnell

Suzanne McCoy
Wendy McCulla
Sharon McKinney
Ciara Moran
Beth Picton
Joanne Reel
Gillian Revill
Clare Sinanan
Julie Sloan

Roisin Sproule
Paula Stephans
Anna Marie Travers

Marsh Ltd
Jill Little Consultancy
Linfield Properties
Headway Belfast
Alysonmcelroy.com
Vie at Home
Parity Solutions
Vital Nutrition
Joli Clothing
Samuel Stevenson & Sons
Aspire Learning & Development
Davy
Property People
The Picton Practice
Lagan Valley Island Centre
For Keeps
CPL NI
J.Sloan Market Research Consultancy
Bambino Message NI
Merchant Hotel
Genesis

Update on WIB Habitat House

Work on site is going well on the houses in Madrid Street, East Belfast Women in Business committed to help build a house for Habitat for Humanity Northern Ireland. The network has agreed to provide 200 volunteer home-building days. The Madrid Street Project will offer a hand-up to homeownership for local families in East Belfast on lower incomes.

To start the project off, a WIB office and Board team donned hard hats for the first of our build days on 15 April. The WIB team had an excellent day - hard work but with plenty of laughs along the way. A great sense of achievement was felt by all who attended.



Bill and John of the Podiem team passing a door unit to Stephen

Podiem team day on site

The next team to take up our challenge was a team organised by event management company Podiem.

“Our team was made up of two Women in Business Members - myself and Alice Gorman - and nine other willing and enthusiastic volunteers,” explains Philippa Spiller of Podiem. (The other Podiem volunteers were: Bill Manson, and Kevin Kelly, Podiem; Wendy Cree, Kevin Lavery, Peter Styles and Michael Murphy, Europa General; John Elwood, Oval James; and friends Stephen Simpson and Dan Gallagher.)

“We had a wonderful day in Madrid Street, which was made by the site foremen, Danny and Rab, making us feel so welcome and keeping the craic going all day.

“Everyone is equal on the site, irrespective of age, gender and ability and there is certainly no special treatment for anyone, whilst still making sure that you are not pushed too far out of your comfort zone. Our main activity across the group was the installation of the PVC window and door frames and glass. Some of us were hammering in the external wooden baton surrounds, some were placing and fixing the frames in the holes in the walls and some were allocating and fitting the appropriate glass.

“It was an enlightening experience, not only in the new skills learnt, but also in the relationships that were developed amongst our team, many of whom did not know one another before the start of the day and whom have now formed a unique bond. We all felt immensely proud of our achievements. We would all thoroughly recommend it as both a team building activity and a challenging but rewarding experience,” Philippa added.

Register your places for our forthcoming build days!

Come on - please join us in helping Habitat! If you would like to bring your own team along to work on one of the WIB build days, we are looking for teams or individuals for the following dates:

- Tuesday 2 September
- Wednesday 13 October
- Tuesday 2 November
- Thursday 18 November.

Everyone taking part is asked to try to raise at least £60 sponsorship for their build day, with all profits going to Habitat's 'Northern Ireland's School and Youth-Good Relations and Citizenship Programme'.

Contact eva@womeninbusinessni.com or tel: 0845 607 6041.

Roseann's working visit to Romania



Roseann Kelly, WIB Chief Executive, will be helping the Habitat charity again, while also contributing to our network's commitment of work days, by travelling out to Romania for a week from 3 October. She will work hard to build houses there for local people with a team from Northern Ireland. Roseann has set herself a target of raising £1,800 to fund the trip and contribute to Habitat's work.

Roseann said “I'm asking all my friends, family members and colleagues to help me raise as much money as possible for Habitat. I would be very grateful for any support you can give”.

To make a donation online simply visit: www.justgiving.com/roseann-kelly



The whole Podiem team at the end of a hard day's work

Business Support Programmes

NIbusinessinfo.co.uk

Northern Ireland's online business advice service provides practical advice on a wide range of business topics. The website is supported by Invest NI, the European Regional Development Fund and NI direct government services.

Belfast City Council



Belfast City Council provides a varied range of business events and programmes, most of which are free to businesses based in the Belfast City Council area. Below is a small selection of their programme for the autumn. For up-to-date information and full details of these training programmes and events and workshops for entrepreneurs, visit:

<http://www.belfastcity.gov.uk/businessprogrammes/index.asp>
and
<http://www.belfastcity.gov.uk/economicdevelopment/events.asp>

These projects are part financed by the European Regional Development Fund under the European Sustainable Competitiveness Programme for Northern Ireland.

Forthcoming Programmes

Programmes that the Council is currently running to help businesses in Belfast enhance their own competitiveness and growth potential include:

- **Blick Studios Business Incubation**

This project aims to develop a creative incubation unit in Belfast to help the creative industries and promote education, innovation and entrepreneurship.

- **Smarter Procurement Programme**

Now in its second phase, this programme helps small businesses identify and take advantage of new sales opportunities in the public and private sectors.

Forthcoming Entrepreneur Events and Workshops

A series of free networking events and workshops will take place during the autumn months. Each evening (5.30-8pm usually) networking event will begin with the evening's speaker, followed by informal networking and refreshments. The workshops will build on the knowledge gained at our networking events and offer practical solutions to business issues. Registration for these events is essential and **places are strictly limited**.

To register for a networking events or workshops, please email economicdevelopment@belfastcity.gov.uk

Workshop: Search Engine Optimisation

23rd September, City East. Speaker: Paul McGarrity, Octave Online Communications.

Networking event: Start up... Sell On

7 October, Venue TBC. Speakers: Philip Bain, Shredbank & Alan Branagh, Insight Factory.

A joint event run with Management Leadership Network as part of Management Month.

Networking event: Automating your business for free

4 November, Park Avenue Hotel. Speaker: Julie Collins, Survival Solutions.

Julie will give an overview of free business software and where to look for them.

Workshop: Key Business Software for your business

18 November, Workwest. Speaker: Julie Collins, Survival Solutions.

This follow-up workshop will focus on some key business software, showing how it can be used and the benefits to your business.

Networking Event: Equal Opportunity: The Reasonable Steps Defence

2 December, The President's Club. Speaker: Lyndon Wortley, Equality Commission

Senior Manager/Director Management & Leadership Development Programmes

This is a three-day commercially-focused leadership development initiative, designed to identify organisational and individual issues that may be impacting upon business performance.

The programme is delivered by FGS McClure Watters and Envision for the Department for Employment and Learning. Bursary support of up to 100% from DEL is available to cover the programme cost of £756+ VAT.

For further information on the programme and an application pack, please contact: Debra Mulholland: 028 9023 4343 debra.mulholland@fgspartnership.com

**or
Damian Campbell: 028 9045 2777
damian@envision-ni.co.uk**



Training group

Supporting Charity can be good for business!

by Jo Keating, Save the Children

Women in Business member, Jo Keating of Save the Children, tells us about the benefits to businesses of becoming involved with charities.

Jo says, "Charities and corporate organisations can be of mutual benefit to each other. Getting involved with a charity as an element of your business plan can benefit your organisation on many levels."

A charity can help:

- Increase awareness of your organisation and brand through the local media and communities, especially if the charity works with volunteers.
- Introduce new products to the right audiences at tightly targeted prestigious events.
- Generate media coverage.
- Communicate to stakeholders that your organisation practises a proactive approach to corporate social responsibility.

"Save the Children can help you with all of these, should you wish to work with us." Jo emphasises. "We have had fantastic support from Marks & Spencer in NI, Tesco, IKEA, McAfee Auction House, Condico and Rituals to name but a few. We generated thousands of pounds of media coverage for these organisations and carried news of their support to our strong network of 500 dedicated volunteers.

"Gerry McAfee, McAfee Auction House raised £16,500 for Save the Children's emergency work by holding 'cash in the attic' style roadshows across NI. The public really got behind these, donating curios and antiques to Save the Children at the roadshows. These wonderful items were then auctioned



L:R: Georgie Johnston, Save the Children volunteer & David McClay, 'Plan A' Champion M&S

in a special auction at the Grand Opera House.

"Marks & Spencer in Northern Ireland have supported Save the Children's events for 3 consecutive years by:

- Donating tea, coffee and whiskey loaves to 22 volunteer Supporter Groups to host fundraising tea parties.
- Giving each Group a day to bag pack in a Marks & Spencer store as part of Save the Children Week.
- Providing immediate response to the Haiti emergency - our volunteers collected £35k in one week in M&S stores.
- Supporting events."

Bill Waddle, Head of Region M&S says, "Our involvement with Save the Children has been hugely successful

and helped to fundraise thousands which bought life saving essentials such as medicine, food and clean water."

Jo added that PricewaterhouseCoopers in Belfast and Portadown held 'Don't Dump Donate Days' in their offices which generated hundreds of quality items for Save the Children's charity shops - it was a simple idea that was easy to organise.

"Staff at H&J Martin Facilities Management got together and organised a buffet fundraising lunch which raised £561 for Save the Children's work specifically for Kroo Bay, Sierra Leone."

If your organisation is interested in getting involved with Save the Children please contact Jo on 028 9043 2837.



Gerry McAfee auctions items collected at roadshows to raise funds



PWC donate fruits of their 'Don't Dump Donate Days'

Wealth Management Advice for Women available



Sharon McKinney of Davy who offers special wealth management advice to women

Sharon McKinney who works for Davy, has recently joined our network, and wants to let members know of the specially tailored wealth management advice service that she can offer her female clients.

Davy is Ireland's leading provider of stockbroking wealth management and financial advisory services.

After a successful twenty year career in investment banking in the City of London Sharon now focuses on

wealth management. She has found a niche market advising female clients who find themselves in need of wealth management, whether it be as a result of wealth generated through business interests, divorce or bereavement.

She stated: "Whatever the circumstance, I have found that when it comes to talking about financial matters, some women find it far easier to talk to another woman. There is a sense of empathy and I can reassure them that there is no such thing as a silly question. When you are investing your own money you need to ask all the questions and, more importantly, you need to get all of the answers. The relationship is the most important thing and it is vital that the person you are advising is comfortable with your proposal and trusts your investment objectives for them. As with all long term relationships, the bedrock is trust. Long term capital growth and preservation of wealth are at the core of our client offering."

For further information, ring Sharon McKinney at Davy: 028 90 310 655 or visit <http://www.davyuk.com/>



Member Offer – Avoid Internet Marketing Mistakes

Women in Business member Elaine Drennan of The Offline Connection is offering other WIB members the chance to download, free of charge, her report on internet marketing mistakes that can kill the sales and profits in your business – and for those quick off the mark – one hour of free internet consultancy with her.

"The internet has changed the way we do business forever," Elaine says. "Over the next few years some businesses will embrace those changes and prosper - while others will ignore them and suffer terrible consequences. Successful internet marketers have learned their lessons the hard way."

If you want to avoid making costly mistakes, simply click on the link below to download Elaine's free report:

<http://www.theofflineconnection.com/wibfreerep>

In '5 Fatal Mistakes' it you will discover:

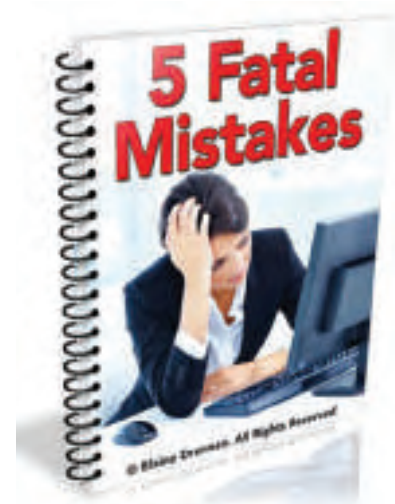
- The radical changes in the behaviour of your best prospects over the last 10-15 years and why ignoring them can be fatal to your business.
- Why many websites don't help to increase profits and the kind of website you need if you want it to become a source of sales and profits for YOUR business.
- The amazing ways you can use the internet to tap into a gold mine you're almost certainly overlooking in your business right now.

In the report Elaine reveals how you can start using the internet effectively in your business marketing without having to do all the work yourself on a daily basis.

If you download 'The 5 Fatal Mistakes' report before 30 September, you can also claim an internet marketing consultation,

worth £150! Elaine will be happy to spend one hour of her time with you, one-on-one, analysing the best way to integrate proven internet marketing strategies into your business marketing mix.

Contact Elaine Drennan by telephone: 07902 702535 or email: elaine@theofflineconnection.com



Xperience... offers 'IT Scrappage' scheme

WIB Member Deborah Swain of IT solutions company Xperience... is offering an 'IT Scrappage' scheme to all Women in Business members. Trade in your old accounts system for a new one and enjoy a generous upgrade discount!

To demonstrate the calibre of service that Xperience delivers, Deborah provides a case study of their work for Capitol Foods.

Capitol Foods have been delivering coffee solutions to many of the largest hotels, coffee shops & retail outlets in Ireland since 2002. After eight years of sustained business growth, the Lisburn-based company realised that further growth would be limited without investing in a comprehensive and fully integrated IT solution to support the entire business. Xperience met with Operations Director Edwin Addison and established the following clear requirements: Service Management, Telesales, Stock Control, Accounts, CRM, Management Reporting and Stable Infrastructure.

Xperience demonstrated that they could deal with these requirements within one fully integrated system and a deal was agreed.

Edwin comments: "After just one meeting, Xperience understood our needs, not just relating to IT, but the whole strategy of where we wanted to be in two years time. They showed us how the software they proposed was able to deliver business benefits immediately, yet be flexible enough to develop as we grew. We looked at other solutions but none of them were able to tick all of the boxes like the Pegasus Opera II software Experience offered. In essence what we needed was a complete IT solution from one source: an IT partner and this was Xperience".

For more information on Xperience... and the many IT solutions they offer, visit:
www.xperience-group.com and
www.xperience-wireless.com

Contact Deborah Swain for details of the WIB Scrappage offer. Tel:
028 92626147 or email:
deborah.swain@xperience-group.com



Deborah Swain of Xperience



Kettlebells for Women

**Why do celebrities love kettlebells?
It helps them tone and burn fat fast.**

Stars love the kettlebell because it keeps their bodies in shape without adding bulk, so they can still fit into their designer dresses for premieres!

Turn your body into a fat burning machine.

**Lose a dress size in just a few weeks.
Get your resistance & cardio exercise
in one quick workout.**

From absolute beginners to regular exercisers.
All ages young* or old(er)!

**Location:
BodyShrink
Weavers
Court,
Linfield Road
Belfast,
BT12 5GH**

**Free Kettlebell Class
Voucher***

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Plan on success!

By Beth Picton, The Picton Practice

Women in Business member Beth Picton is an experienced senior manager with qualifications in accountancy and human resources. Her business, The Picton Practice, provides business advice and accountancy services to new and growing organisations. From her years of experience working with growing businesses, Beth has distilled some tips for us all on the importance of having and frequently reviewing a business plan.

At the start of a business, many owners are highly driven and committed, and thoughts of their business plans are all consuming. However, as the hard slog and daily grind take over, often the business plan that was so carefully crafted is left on the shelf gathering dust. Most training events suggest reviewing your business plan a minimum of once every year and many people starting out, fall into the trap of reviewing their year plan as they approach or finish their first year of trading. Reviewing your business plan on a more regular basis, leads to a responsive, forward-looking successful company. Use these three simple steps to complete and benefit from the full planning process.

PLAN

Split the targets in your business plan into those you will want to review more

often and those less often. For example, you may wish to review your sales against a weekly or monthly target, but only review your mobile phone contract annually. Decide on a list of what is to be measured and don't forget non-financial targets that also have to be measured: for example, footfall in a shop, or number of products returned by unhappy customers.

From this information, draw up a weekly checklist, monthly checklist and quarterly checklist. They don't have to be long. Just list the Key Performance Indicators (KPIs) you want to measure and the planned amounts you expect to see. Leave a blank space to allow you to write in your actual performance so you can make clear comparisons.

MONITOR

Measure your performance. Keep accurate records of your business activities and use these to complete the checklist you have drawn up.

Examine the information and compare the actual performance against what you had expected. Try to work out the reasons behind any differences in the information. There may be easily explained differences where you have changed something from your original plans: for example, if you are trading fewer hours or have changed your prices. Identify the reasons for any positive differences too! It will be great to know how to recreate this success in the future.

CONTROL

Take Action! Now you know the reasons behind the differences in the business performance compared to the plan, do something about it!

If the bottom line is not as good as you had hoped, look at the options available and decide on a plan of action - increase your sales or reduce your costs.

Taking action is the only way to get back on course.

Now look at how well you know your business, and the wealth of information you have at your fingertips for planning your next successful year.

Good luck!

For further information or consultancy, contact Beth Picton by telephone on 07745 509905, or by email: info@pictonpractice.co.uk



The Picton Practice

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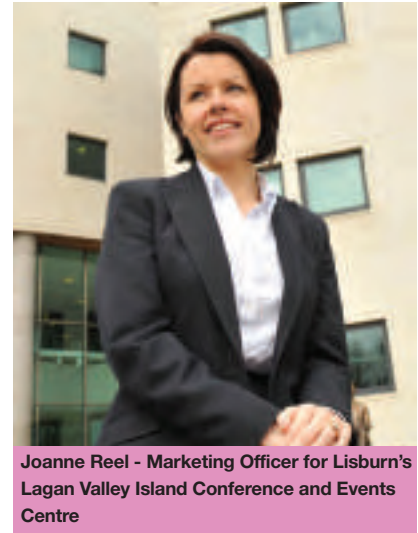
Joanne Reel, who joined Women in Business in May, is Marketing Officer for Lisburn's Lagan Valley Island Conference and Events Centre, and wants to tell other WIB members that Lagan Valley Island is a great venue for events. As a special offer to any member booking an event there (and mentioning WIB), she can offer complimentary hire of data projector equipment.

Speaking about the Centre, Joanne says: "This splendid venue can cater for 4 to 400 people attending conferences, exhibitions, meetings, training, theatre events, concerts, and much more. I thoroughly enjoy promoting such a great product. Although the current economic climate has been difficult for everyone, I feel that it has actually strengthened the offering that Lagan Valley Island presents."

Joanne stresses that businesses and organisations that regularly hold events can be assured of the highest quality they demand, the service they deserve, in a great location - but most importantly, at a price they can afford, at Lagan Valley Island. "Value for money is not just providing the right price; it is giving our customers more for their money, such as including a full AV package with technical support in the price of the Island Hall for conferences, having free car parking onsite for their delegates and generally going that extra mile".

A professional marketer, we were delighted when Joanne told us she has found Women in Business events "to be really well organised and excellent for networking." She added, "I have also really enjoyed the great quality seminars on relevant and useful topics. I think networking is an essential part of business - you can't beat face-to-face contact for connecting with potential prospects or business associates who can put you in touch with the right people to grow your business. Women in Business events provide a great environment to do this in a relaxed way".

For more information on holding an event at Lagan Valley Island, contact Joanne Reel on 028 92509 292 or email: joanne.reel@lisburn.gov.uk Check out www.laganvalleyisland.co.uk



Joanne Reel - Marketing Officer for Lisburn's Lagan Valley Island Conference and Events Centre



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Learning - it's in your hands

by **Philippa Spiller, Podiem**



Women in business member Philippa Spiller of Podiem – tells us about her company's new online Academy and how it can help us all develop and hone our management skills.

Let's face it; none of us can afford the time or the expense of attending course after course in the hope of honing our business and management skills. The days when we had the capacity to engage in the three or five-day training courses are no longer as feasible as they used to be. The requirement to cut costs and deliver results is a daily challenge, as is the need to be better than our competitors.

What we can't afford to do is neglect the need to develop ourselves and our management team. Building core

management and leadership skills, such as managing finance, managing people, developing marketing activity, delivering quality and building sales, is an ever present requirement. The need to deliver more with less can only be achieved if we have the people with the right knowledge and skills, together with the right attitude. We know we need to keep investing in skills development, but the current pressure to have 'all hands on deck' is a constant challenge.



Training group

As owners and managers, how can we keep juggling the apparently conflicting need to continue building management capabilities, yet keep focused on business survival and growth? The solution to keeping the balls in the air is virtually at your fingertips! Imagine being able to access first-rate management and leadership development at a time that suits you and for a fraction of the cost. The Podiem Academy offers owners and managers an online 'open all hours' resource that delivers both immediate solutions to management issues as well as building long term business skills over time.

Utilising *The Working Manager* platform to ensure content is 'up to the minute', this flexible, practical and adaptable resource caters for the development of future and new managers, right through to keeping experienced managers up to speed. It is a proven development tool, currently being used by individual managers, SMEs and larger national firms that are 'household names'.

Presented in a user friendly format, The Podiem Academy allows you to manage and tailor your own learning to meet your specific needs when it suits you and your business. With resources ranging from Top 10 Tips, self discovery exercises, management expertise and case studies through to structured learning paths, The Podiem Academy puts all this learning, in your hands, for less than £200 a year.

The Podiem Academy can be part of a planned approach to performance improvement, or used on a more informal basis. This approach is being used by individuals, as well as groups of managers (and professionals) in smaller firms, to learn and progress together in line with their business plans. Alternatively, larger firms have embedded their own customised academy to drive development across their entire management team.

With our wealth of experience in developing management and leadership capabilities, we at Podiem are convinced that The Academy provides a leading edge, cost effective solution at the click of a mouse.

If you wish to learn more about this resource and how we can work with you to benefit from and maximise your investment please contact Bill Manson at bill.manson@podiem.com or call Bill on 028 9076 1030.



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By Lisa Thomas

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Employment Law Advice

by **Katrina Gray, Campbell Stafford Solicitors**

Katrina Gray, a solicitor with Campbell Stafford Solicitors, has recently joined Women in Business with the hope of developing business relationships and promoting the firm.

"I am an employment law and litigation solicitor and have worked for Campbell Stafford for two years", she recounts. "We provide general legal services such as conveyancing, wills and probate and family law but we are also specialists in the area of employment law acting for both businesses and private clients.

"We act on behalf of a number of businesses providing advice in these tough times on how to manage staff. It is important that all growing businesses recognise the importance of employment law and follow the legal procedures to the letter when dealing with staff.

"My first port of call when advising businesses is to ensure they have comprehensive contracts of employment in place for all staff, even if they only employ one person. Many employers do not realise that it is now a legal requirement to provide staff with a written contract and that

failure to do so can result in financial penalties if the employee takes a case to the Industrial Tribunal. The Tribunal has the discretion to increase any award made to an employee by a minimum amount equal to two weeks' pay. In addition to good contracts, employers must also provide supporting policies such as, an Equal Opportunities policy; Harassment and Bullying Policy; Disciplinary Rules and Procedures and Grievance Procedures. Again, failure to provide these policies and abide by them can leave employers in a difficult position if an employee takes a case to the Industrial and Fair Employment Tribunal.

"I would urge all members who are building up their business and expanding their staff to review their contracts and policies. Contracts aren't just for the employee's benefit: there are many clauses that can be written in to a standard contracts to protect employers. For example, I would always advise employers to have a clause that allows them to refer employees on long term sick to an occupational health doctor and to obtain their GP notes and records. This will enable the employer to take

action against employees with poor attendance.

"Creating contracts and policies is not enough on its own. Employers must implement them correctly. In these difficult economic times, many businesses have had no option but to downsize and make staff redundant. In many situations the redundancy is a genuine need to relieve financial pressure, but businesses have caused themselves unnecessary headaches and expense by failing to follow the Statutory Disciplinary and Dispute Regulations. The regulations are complex and when dismissing or making an employee redundant it is imperative that employers seek legal advice before they start the process. Failure to seek appropriate advice could lead to a case being taken for unfair dismissal. In addition, a Tribunal can uplift an award made to an employee by up to 50% where an employer fails to follow the statutory procedures."

If you need further specific legal need, contact Katrina Gray at Campbell Stafford Solicitors: 02890230808 katrinagray@campbellstafford.com www.campbellstafford.com

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Katrina Gray, Campbell Stafford Solicitors

Driving success at Bailies auto Refinishers

WIB member Lisa Hamilton of Bailies Auto Refinishers outlines how her business is thriving after relocating and diversifying its services.

"In March 2010 we downsized due to a number of factors. We had lost a couple of contracts during the downturn, our premises were too large for the work we were getting and were literally falling down around us - every time it rained we had to brush water! Not very pleasant!

"We re-located to the Valley Business Centre in March, to a smaller unit. Our new premises were officially opened by The Mayor of Newtownabbey in April.

"We started supplying and fitting tyres and servicing vehicles to bring in cash on a day-to-day basis. Our move seems to have been a smart move. Our orange van is very noticeable on the road and attracts attention meaning our footflow of customers has increased.

"In May, we won a couple of contracts with local car/van dealers. I have also been attending various local events to promote the body-shop. I even roped in my son Jake to dress up with us as cowgirls/cowboys to distribute Bailies balloons and flyers at Glengormley Park during Newtownabbey's Country and Western Fair on 13 June. This was a successful day for us. Not only did we get business from it, but I also got my picture taken by the Belfast Telegraph!"

"On 23 June, we signed the lease on a second unit in the Valley Business Centre to accommodate the increased volume of work. We have also recently taken on a new apprentice and have pupils from schools in the surrounding area attending for work experience."

Summing up Lisa says, " All in all, we have had a successful few months since we relocated. Things are looking up for Bailies - the networking must be paying off also!"

To contact Bailies Auto Refinishers, Tel: 028 9086 2389



Lisa and the team at Bailies Auto Refinishers celebrate the opening of their new Newtonabey premises

New Speaker booking service



Cona'c Devlin with client Ian Callaghan of the University of Ulster Business School

Cona'c Devlin, a member of Women in Business, shares news with us about her CD SPEAKERS business.

"Born in January 2010, CD SPEAKERS, is a new addition to my existing, extensive portfolio of booking speakers and event management services," Cona'c explains. "It is tailored exclusively towards the diverse needs of academic and corporate clients seeking to book a speaker for that 'special event'.

"I believe that with the new life and awakening of modern day Northern Ireland, come new opportunities. Our island is now very popular as a conference destination, as well as

playing host to many red carpet events, the like of which would have been inconceivable several years ago. Our two local universities have also seen an increase in overseas student admissions and with this has come an increased expectation of 'value for money': not only through teaching, but giving students exposure to 'guest speakers' and gurus from their chosen field.

"Some of the well-known figures that I can book include:

- Lord Digby Jones, former Chief Executive of the CBI and erstwhile Minister of State for Trade and Investment, who famously claimed that Whitehall could be run with "half as many civil servants"!
- Dr Vince Cable, the 'sage of the credit crunch'.
- Jean Pousson – doyen of the Institute of Director's stance on strategy and Strategic finance, and
- Monty Halls, author, motivational speaker and star of the BBC's 'Monty Halls' Great Escape'.

Cona'c can also book a plethora of UK speakers from many fields and also has links with many local Northern Irish speakers, including Letitia Fitzpatrick, Eleanor Gill, Sean Connolly, Lynda Bryans and 'Logie', aka Adrian Logan.



Cona'c stresses that "the concept of CD SPEAKERS is to eradicate for clients the laborious pain of searching for a speaker. While there are several Entertainment Agents within Northern Ireland, none offers such a tailored and personalised service and so many specialised areas."

CD SPEAKERS specialised areas include:

- Business and Management
- Organisation Behaviour and Structures
- Risk and Strategy
- Human Resources
- Leadership and Teamwork
- Motivation and Inspiration
- Economics/Politics
- Positive Mental Health
- Humorous anecdotal 'after dinner' repertoires."

If you need help finding a speaker for your event, telephone Cona Devlin on 028 9754 1348/ 07709608588, or email her at conacdevlin@hotmail.com

Staff counselling services offer

WIB member Anne Kelly, Course Director of the Belfast Cognitive Therapy Centre (BCTC), is a Chartered Psychologist and an accredited Psychotherapist. She writes regularly for publications including the Ulster Tatler and Business First. She tells us a little about the work of the Centre and its new company employee counseling service, Staff Assure. She is pleased to offer WIB members using this new service a discount of 10%.

"BCTC was established in 1996, by staff working for nothing, to help develop standards of excellence in counseling therapy and in therapist training in Northern Ireland. The Centre offers the first professionally accredited counselor/therapist programme in NI and was the first to be cited in a NI Government Report for the quality of its training. The Centre is also a winner in the Regional National Training Awards and now trains over 50 therapists from all over Ireland on its two-year (part time) PG/Dip programme. Over a period of 10 years, we have trained hundreds of therapists to professional standard and have

successfully counselled thousands of clients and patients to rigorous professional standards in GP surgeries and psychiatric hospitals.

"BCTC has recently set up a company counseling wing, for company employees, called Staff Assure. This lets us work directly with companies to offer the most rigorous company counselling standards available in Northern Ireland."

To find out more about BCTC or the Staff Assure Programme, visit: www.staffassure.com or www.belfastcognitivetherapycentre.com



Belfast Alterations expands its services

WIB member Petia Fleming sends news of her company, Belfast Alterations, and the additional services it now offers.

As clothing alterations and repairs specialists, Belfast Alterations, established in 2002 on Belfast's Sandy Row, prides itself of being able to mend or alter any piece of clothing – from replacing zips and buttons to formal and wedding dresses alterations – and also offers a curtain making and curtain alteration service. It works for many well-known companies, including Jaeger, Evelyn Brand, La Femme, CC, and The Spinning Wheel.

Petia says: "We have been successfully trading for the past eight years, offering fast, professional and quality service. In the face of tightening domestic budgets, falling charges for services, and the rising costs of raw materials and labour, the company is experiencing positive growth. Despite the recession, Belfast Alterations has expanded and has opened a second shop at 5 Cregagh Road, Belfast."

Following the expansion of the company, Belfast Alterations has added dry cleaning and ironing services. "We're also pleased to announce the launch of our new

weekly free business/office collection and delivery service throughout the Belfast Area," Petia adds. "The company is providing a convenient service for employers and employees. Services offered include dry cleaning, laundry, ironing service, and all forms of clothing alterations from small-scale repairs to more complex projects across all materials. We offer competitive prices, quality seamstresses and a professional, fast and reliable service. Our aim is to build on the success of our two shops and bring our skills direct to the customer."

For more information on our Belfast Alterations' services, visit www.belfastalterations.co.uk or contact Petia Fleming – Tel:07870446378 or e-mail: info@belfastalterations.co.uk



The Belfast Alterations team (l-r): Aurelija Bajoriniene, Diana Veleka, Viorela Musat and Petia Fleming



WIB offer - The Business Lounge, Belfast International Airport

Women in Business members can now avail of a special discounted rate of £11pp at The Business Lounge, Belfast International Airport.

The business lounge is a peaceful, relaxing environment that offers you every comfort and amenity to get your trip off to the perfect start.

Whether you're travelling for business or pleasure, the Business Lounge has been designed with the discerning traveller in mind.

You'll find us just past tax free shopping, located centrally to domestic and international boarding gates. Why not unwind with a cup of freshly brewed

coffee or a choice of complimentary refreshments and enjoy a range of snacks?

Internet access is also available via BT openzone.

Please ensure you mention that you are a WIB member when entering the lounge to ensure you receive the discounted rate.



Cpl NI Ltd recognised for innovation at awards ceremony

WIB Member Clare Sinanan, IT Business Manager with Cpl Northern Ireland, along with the entire company team, has been celebrating recently following their achievement at the Irish News Workplace & Employment Awards in Belfast in June. Cpl Northern Ireland was among the high-profile businesses that scooped one of the gongs at the gala dinner event in the Ramada Hotel. Sir Reg Empey, Department of Employment & Learning Minister, congratulated all the winners for their success in placing a firm emphasis on individuals and their positive contribution to the Northern Ireland workplace.

"At Cpl Northern Ireland Ltd we were delighted with this recognition, especially in light of the fact that we were highly commended within the innovation category," commented Clare. "For a company which prides itself on being a leader in this field, especially within the recruitment industry, the award was well received by all within the company. The commendation itself comes only 11 months after opening the second Cpl Northern Ireland office, an achievement in itself on the back of what was a very tough year for many employers and candidates," she added.

Established in Newry in 2007 and in Belfast in 2009, Cpl NI

Ltd is fast becoming the recruitment solutions partner of choice to many candidates and clients in the Northern Ireland market place.

"We are extremely proud of the quality of service we offer and our commitment to 'Placing People First' - a motto that has been pivotal in the Group's success over the years. This motto, coupled with our core values of Passion, Integrity and Innovation, underlies the foundations of our day-to-day business. Plus, we believe our commitment to forging strong relationships with our clients and candidates is unrivalled in the market place," Clare explained.

In April 2010 the company launched its new, localised Northern Irish website www.cpl-ni.com. Clare reports that: "This site has become an instant success: in just weeks our jobs were out-performing those of the well established Jobs Boards. As well as focusing upon this, using social media strategically and by continuing to source on a global basis, Cpl Northern Ireland Ltd are sure to stay ahead of the game!"

Contact Clare Sinanan on 028 9072 5607 or clare.sinanan@cpl-ni.com



The Cpl Northern Ireland team includes (l-r): Lynne Kettles, Dominika Polanska and Clare Sinanan



The Truth Behind Email Marketing

by Nicki Bury, Haybury Marketing



Nicki Bury of Haybury Marketing

Nicki Bury of Haybury Marketing is a long time Women in Business member and is the current Belfast South Branch Chairman of the Federation of Small Businesses. Nicki summarises for us here some of the golden rules she has developed on email marketing.

With summer upon us and the sun out, it's easier to be more positive about the business climate. I certainly sense a renewed vigour and optimism in the small business community.

Many of us are taking the time to look at the future instead of just focusing on the here and now - literally in survival mode. I'm constantly asked about the real value of email marketing. There are so many pluses and minuses on how to use email successfully and which technology to use that I've put together a guide on successful emailing.

Where email marketing scores well for a small business is:

- 1) It's very cheap to send emails.
 - 2) The software available is fantastic to measure and track all activity the email generates.
- Indeed you can track and measure who opened the email, when and what they clicked on within the email, what articles they read and who went onto the website. The most sophisticated software now allows you to link with your google analytics: so for the first time you can see what specific effect your email campaign has had in driving people to your site and what they did when they were there.
- 3) It's instant - You can agree the content and send it out immediately (Beware - this can be a really bad thing too if a campaign is ill thought out!)
 - 4) The best email solutions now ask you to check the email against a spam filter so you stand the best (although not guaranteed) chance of getting your email to the recipient.

Where email falls down is that:

- 1) The content rather than the software is sub-standard. Uninvited, boring and irrelevant content which does not interest or add value to the reader is purely spam!
- 2) Email marketing is unfortunately badly abused which means that most people don't take notice of emails from a sender they don't know.
- 3) It is therefore hard to build trust or credibility with one email - your one chance before they unsubscribe!
- 4) It can be easy to misinterpret a message through just words.
- 5) Most businesses don't have an ethical data capture strategy within their business. They ignore all the customers and prospects who really want to hear from them and simply use out-of-date database that they have managed to get from somewhere.

How to get your copy of the Golden Rules to Email Marketing

Personally, I see email marketing as a gift to small businesses. We can seriously punch above our weight and present our best image directly to our customer, but we need to think seriously about what we say, how we say it and when we send it.

I have developed some golden rules that I get all my clients to follow that help you achieve results through your email marketing.

To receive a PDF of my Golden Rules to Email Marketing, simply email info@hayburymarketing.com and give me your details. No catches - just my gift to you on a lovely summer's day.

Until then...Happy emailing!

To contact Nicki Bury at Haybury Marketing, telephone **08450 757 756** or email info@hayburymarketing.com



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Women into Business programme update

Women in Business NI Ltd is delighted to be able to support economically inactive women wishing to enter or re-enter the workplace through its Women into Business programme.

Launched in June 2009, the Women into Business programme is run by Women in Business NI Ltd, supported by Invest Northern Ireland, the European Social Fund, the Department for Employment and Learning and Belfast City Council.

The vibrant programme is centred around a dynamic online website and portal. Women who sign up to the programme find online, in one accessible location, all the support, information and links they need to be able to enter or re-enter the workplace or set up their own business. In addition, the programme has run a series of networking events with inspirational female role models, a series of visits to local businesses and a number of business advice days with 1 to 1 mentoring opportunities for participants. Programme participants are contacted regularly by email, receive quarterly ezines and a programme newsletter. All the programme activities are offered free of charge to participants.

"I am pleased to report that the programme is being very well received by women and that we are making excellent progress against the targets agreed for the programme's delivery," commented programme marketing co-ordinator Eva Garland.

Eva reports that the programme is surpassing its objectives and gives a few examples:

- By mid-July, over 1000 women had signed up online to the network, substantially over achieving the target set to have 505 signed up members.
- While we were set a target of delivering one-to-one employability or business start-up mentoring advice sessions to 200 participants over the first three years, within a nine month period, we have delivered professional face-to-face or online e-mentoring sessions to 112 women.
- In the nine-month period to July, our Google Analytics figures recorded that 6,659 visits were made to the Women into Business website, against a target set of 2000 visits.

Currently, the programme is arranging 20 work placements for September and October to give participants an insight into how successful small businesses are run, or to help improve the participants' skills, confidence and employability.

"One important factor behind the programme's success to date, is the fact that we ask our registered participants what they want from the programme and then arrange to deliver this very quickly," explained Rosemary Morrison of Directus who has helped develop and deliver some of the practical training sessions to members.

"We surveyed members in January and tailored our programme of training, work placements, one to one mentoring sessions and networking events as a result of the information we received back."

"Women into Business is a very customer-focused and very flexible support programme and we will continue to shape the programme to adapt it s activities to meet members' requests," added Eva.

www.womenintobusinessni.com

Visit the Women into Business website to see how it can help you or someone you know. In particular, the online Media Library section may be of interest. Here you can access a wide range of useful business information articles, fact sheets, videos and document templates to download and use in your business. There is also a host of practical guides that cover many aspects of setting up and running a small business, including finance, using IT and exporting, giving practical tips and further sources of advice. These have been available to programme participants under license from publishers Cobweb Information Ltd.

The advertisement features a central image of a bright pink handbag. To the left of the handbag are logos for the European Union, Invest Northern Ireland, and the Women into Business logo. To the right of the handbag is the text 'WOMEN INTO BUSINESS' with a stylized logo. Below the handbag, the text reads: 'There's bags of career opportunities for women at: **womenintobusinessni.com** info@womenintobusinessni.com'. Underneath, it says 'Free programme offering:' followed by three bullet points: 'Career and Business Information', 'Online Community Support', and 'Seminars and Business Visits'. At the bottom, a pink banner contains the text 'Learn • Succeed • Support'.

WIB Events roundup 2010

Once again, the WIB schedule has been packed with a range of varied and informative events, held in great venues, which help to keep our members up to date with business developments and importantly, provide an ideal forum for you to build your business contacts and networks. Be sure to note the dates of our forthcoming events (p3) in your diary!

Great Success at Social Networking Event

The Ulster Hall was the venue for February's WIB event on social networking. Led by Mags Byrne of Byrne Consultancy, members and guests learnt that social media is more than just social networking.

Social media includes social bookmarking, forums and discussion sites, media sharing sites such as YouTube, Flickr; Blogs, podcasting and much more.

Those attending picked up many practical tips on how to incorporate these online tools into marketing plans, in order to stay in touch with customers and to research new business opportunities.

"Effective social media marketing is all about engaging your customers, finding out what they are interested in and then providing them with useful information and advice on your business products or services," said Mags. "It's really just another form of customer relationship management, but conducted online."

Mags Byrne helped to demystify social media and explained how it can be fun to discover and integrate its fundamentals into a marketing plan. Those attending gained several useful tips on how to quickly tap into the social media buzz and make it work for them!



Speaker Mags Byrne with Roseann Kelly, WIB Chief Executive



Members attending the social networking event in the Ulster Hall

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Networks Network and Connect



Members of Women in Business and the Belfast Entrepreneurs Network, run by Belfast City Council, harnessed the power of networking at a jointly run evening event on 4 March in Belfast City Hall.

The event brought together around 150 small business owners and entrepreneurs. New connections were forged through a range of engaging and fun activities that included finding three things in common with the person sitting beside you and locating the other members of the band you were assigned to around the room!

WIB Board Director, Juliana Sloan, was the evening's speaker. Juliana shared many tips on networking to good effect and maximising the potential of all new contacts made.

The buzz of conversation in the large, impressive room continued over a buffet supper.



Speaker Juliana Sloan who outlined tips of effective networking



BEN and WIB members take part in a facilitated networking activity at Belfast City Hall



Pictured at the 'Connect - The Power of Networking Event' are (front l-r): Edel Doherty of WIB; Marc McCrae and Michelle Rutherford of the Ramada Encore Hotel; (back l-r): David McKechnie (interview-INC); Lizzie Kennedy (Lizzie's Kitchen); and Stephen McKechnie (SMK Creations)

Policing Your Business

Members gathered on 22 April at the Ramada Encore Hotel in St Anne's Square, Belfast, to hear the thoughts of guest speaker Detective Chief Constable Judith Gillespie OBE of the PSNI.

Judith Gillespie has a led very distinguished career in local policing over the last 30 years. She has risen through the police ranks, held a number of very senior positions and is now Deputy Chief Constable. An enthralling speaker, she had many important business lessons to pass on to those attending, including advice on staff management, career development, PR, security and innovation. Members greatly enjoyed hearing this successful woman's own personal story.

Facilitated networking activities also took place, before members and guests had the chance to network further over a light lunch.



Detective Chief Constable Judith Gillespie OBE of the PSNI gave a fascinating address at our April event on 'Policing your Business'

Women in Business Connecting Networks

Business networking was also the theme of the March event in Belfast's Opera House, delivered in partnership with the Northern Ireland Chamber of Commerce. The event was so popular that registration closed several weeks ahead of the event. Over 150 local business members from both organisations took part in activities designed to help them make new business contacts.

The activities, including speed networking and seminars, were designed to assist businesses increase their contacts base and form new business relationships - both on the supplier side and on the customer side. Participants were also able to

raise their business profile, share ideas, innovation and knowledge of best practice and made good use of this promotional opportunity.

Edel Doherty, Chair of WIB commented at the event *"Networking is essential for local small businesses, demand for these initiatives where businesses engage with other businesses is very high, and I can see why. Earlier this month our members met with the Belfast Entrepreneurs Network and today it's the Chamber of Commerce. When they meet, new relationships and partnerships are formed and new business opportunities created. This exercise of connecting our local*

business networks is very powerful in helping to increase competitiveness and grow businesses."

Sharon Polson, Head of Enterprise Development Team at Invest NI said: *"It is proven that collaboration increases company competitiveness and networking events are key to helping businesses to become more entrepreneurial, innovative and internationally focused."*

Women in Business made a very successful connection with the NI Chamber of Commerce and the success of this event will ensure more 'connecting networks' initiatives will be delivered soon.



The Speakers at the joint WIB/Chamber of Commerce business networking event



There was a full house for this popular March event



WIB and Chamber of Commerce members take part in a speed networking activity



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Speed Mentoring Business Forum 2010



Members arrive and register at the Speed Mentoring Business Forum

The first event of its kind in Northern Ireland, our Speed Mentoring business forum took place on 20 May in the University of Ulster's Belfast Campus and proved to be a big hit.

Around 100 business women participated in the pioneering event that included 10 mini mentoring masterclasses. These small group meetings gave delegates opportunities to learn from the experience and expertise of senior female business figures with a proven track record in industry, who took on the role of mentors. Mentors on the day included: Edel Doherty, Chair of Women in Business and MD of Barrhead Travel NI; Rhona Quinn, MD of Qmac Construction; Cathy McCorry, MD of Grafton Recruitment Ireland; and Nikki McQuillan from The Streat Franchise.

Among the valuable words of advice the mentors gave were:

- "Persevere and believe in yourself." – Nikki McQuillan
- "Don't get overwhelmed with the growth of business, learn to manage it." – Tracy Hamilton
- "Keep the cost as low as possible – jump, feel the fear and do it anyway." – Rhona Quinn
- "Build relationship and target your market." – Cathy McCorry
- "Dig where there is gold." – Cathy McCorry
- "Plan plan plan – do it."
- "If you need to do something you don't have experience in, take advice." – Nikki McQuillan

Feedback from members

Members confirmed the event's success in the feedback they provided. Some of the comments made included:

- "This event was hugely beneficial and interesting. The concept worked well and it was a fantastic opportunity to get face to face with some great mentors."
- "Better than speed dating, as it was more useful and hopefully the relationship will last longer."
- "A great opportunity to network and get great business advice."
- "An excellent event: I hope there will be more speed

- mentoring events in the future. Well done."
- "Inspiring and welcoming environment. Thanks. A brilliant chance to meet a wealth of experience and business insight and benefit from it."
- "The event was extremely well organised and the tips that I got from it were invaluable."



Members network informally over coffee



One of the small group mentoring sessions with Nikki McQuillan from The Streat Franchise



The panel of speakers and mentors at the Business Forum

Charity Lunch with Ann Widdecombe

The Action Medical Research Charity Lunch on 11 June was a resounding success, with The Rt Hon. Ann Widdecombe giving a most engaging and witty talk to over 250 guests. She gave a frank and personal insight into her life as a politician in Downing Street, how she became a successful novelist and finally her entry into the world of celebrity TV.

William Crowley from BBC Radio Ulster chaired the event and a question and answer session which was truly inspiring. Everyone there saw a very witty Ann Widdecombe combine her in-depth academic knowledge with her entertaining character.

She responded stridently to a number of questions put to her by the audience. On health she indicated that **"The NHS will have gone by the end of the century"**. She emphasized that women should stop thinking they are disadvantaged

because we are women: **"Ladies, seize every opportunity – you are business people who happen to be women; I was a politician who happened to be a woman."**

WIB Director Juliana Sloan asked about Stormont and Ann tactfully responded – **"Evolution is vastly preferred to revolution. Gently let things evolve."**

Ann signed her novels at the event, with all of the proceeds going to The Action Medical Research Charity.

Pamela Ballantine was the compere for the day and a successful Auction and Charity Ballot were held with donated prizes from Women in Business members. We raised over £7,000 for the charity - thank you to all who supported this event.



Presenter William Crowley who chaired a question and answer session with Ann Widdecombe



Tracy Meharg of Invest NI, speaker the Rt Hon. Ann Widdecombe, Sharon Polson, INI and Edel Doherty of WIB



Guests at the Charity Lunch in the King's Hall Conference Centre

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On behalf of the Board and team at Women in Business NI Ltd, and on behalf of our members I would like to extend a big thank you to Nicki Bayes.

I have no doubt that you, members and non members alike have heard of Nicki and that the majority of you have spoken to Nicki on many occasions or met her at our events over the past year.

As a businesswoman, Nicki is genuine in her understanding and empathy with the membership. Her warm and friendly personality and her passionate belief in the benefits of the network are always evident. Nicki is currently focusing her energies on her very successful business Landscape Interiors www.landscapeinteriors.co.uk.

We all look forward to seeing Nicki do her 2 minutes of fame at one of our upcoming events. A serial entrepreneur Nicki is also continuing her business consultancy service NG Bayes Associates. I think I can safely say watch this space! Nicki invites you to keep in touch with her via email at Nickibayes@gmail.com or on her mobile 07879885994.

Nicki, we wish you great success for the future in all your businesses and again thank you for your services to Women in Business NI Ltd.

Roseann Kelly
CEO of Women In Business

To advertise in the Women in Business Newsletter
 Contact Women in Business on 08456076041 or e-mail julie@womeninbusinessni.com for details of advertising rates and sponsorship in 2010-2011

WIB Member Benefits

Membership Form & Membership Renewal Form (side two)

Women in Business NI Ltd- Our Mission

“To Support and empower women owned businesses and women in management positions, by providing information, encouragement, ideas and business connections”.

Women In Business Member Benefits

- Free monthly innovative & topical networking events with key speakers
- Joint events with other business networks
- Facilitated networking at all events
- Networking opportunities with local business owners
- WIB Masterclasses
- WIB Business Lunches
- “2 Minutes of Fame” – opportunity to showcase your business at WIB event
- Free distribution of promotional material at events
- Free stands at events
- Information on business training and support programmes
- Free WIB newsletter- where members can promote their business
- Members ezine - an opportunity to promote your business
- Interactive website with exclusive member areas
 - Member forum
 - Submit member articles
 - Business resource centre
 - Member to member offers
 - An online business directory for members

Associate Benefits

- Opportunities for free PR/Promotion through press coverage
- Free telephone legal advice line
- 15 months of membership of the NICCI for the price of 12
- Discounted entry into the IOD
- Discounted membership at Spirit Health Club
- Free mentoring through the Connections programme (criteria applies)
- Discount access to the VIP Business Lounge at Belfast International Airport
- Reduced rates for boardroom/ training facilities at WIB Suites, Weavers Court. Contact Karen Martin: 9022 4000

WOMEN IN BUSINESS

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If you would like to join the network,
 or find out about any aspect of its work, visit our website
 or contact us on: 0845 6076041 info@womeninbusinessni.com