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WOMEN WARRIORS *In Business*

SYMPOSIUM | LUNCHEON

*Turning Insight
Into Action*

Thursday, May 9th, 2019 | 8:00 - 3:00pm
The College of New Jersey | Ewing, NJ

Activate Your Journey | Advance Your Passions | Act on Your Goals

MORE INFO & TO REGISTER: www.NJSBDC-WomenWarriors.weebly.com



WOMEN WARRIORS *In Business*

SYMPOSIUM | LUNCHEON

Activate Your Journey | **A**dvance Your Passions | **A**ct on Your Goals

We are proud to bring back this power-packed event focused on empowering, enriching, supporting and encouraging women business owners, entrepreneurs and leaders for their next level of success.

WHEN:

Thursday | May 9th, 2019
8:00am - 3:00pm

WHERE:

The College of New Jersey
2000 Pennington Road | Ewing, NJ

FEE:

\$35.00 *Early Bird* by 3/8/19 | \$65.00 *Regular Rate*
* Fee waived for veterans, military & military spouses.

Accelerate Your Path

**Do you question your influence and reach?
How can you take action with confidence in the face of uncertainty?**

Do you know what factors you face in gaining financing? What do you need to know or prepare for to get the backing you need to take your business to the next level?

Do you know the difference between engaging your customers and clients about your thoughts and habits or telling on yourself? Where is the line to honing your message?

What's the significance of being a woman contractor? What should you know to set yourself apart from the pack?

Topics of Discussion:

- 🌀 Being the CEO & Using Your Voice 🌀
- 🌀 Investing in Women: The Truth from Women Angels & VCs 🌀
- 🌀 Sharing or Over-Sharing?! Balancing Your Message 🌀
- 🌀 Women Warriors in Business: The Vendor Forum 🌀

Keynote Luncheon Featuring:
TBA

REGISTER ONLINE: <https://njsbdc-WomenWarriors.weebly.com>

More Information: Shy Hopkins | 973.353.1414 | shyekah@business.rutgers.edu



Thursday, May 9th, 2019 | 8:00am - 3:00pm | The College of New Jersey

Program Agenda (tentative)

8:00 – 8:45am	Registration, Breakfast & Networking
8:45 – 9:00am	Welcoming Remarks
9:00 – 9:45am	PLENARY SESSION #1: LEADERSHIP <i>Being the CEO & Using Your Voice</i> Women in power are often perceived as being 'difficult', which often causes many women leaders to constantly doubt their effectiveness. How can you get past that and move forward with confidence despite unanticipated set backs and trials?
9:55 – 10:25am	PLENARY SESSION #2: FINANCING <i>Investing in Women - The Truth from Angels & VCs</i> Studies show that women leadership leads to increased innovation in business, however women receive .1% of venture capital financing compared to .4% of men. Why is that and how can you level the playing field in your favor?
10:35 – 11:20am	PLENARY SESSION #3: DIGITAL MARKETING <i>Sharing or Over-Sharing?! Balancing Your Message</i> Being authentic and genuine creates priceless content but what if you're sharing too much? What should you know to make sure you're crafting a heartfelt message that's not alienating the very people you're looking to attract?
11:30 – 1:00pm	Keynote Lunch: Take Action, Own Your Path <u>Keynote Speakers:</u> TBA
2:00 – 2:45pm	PLENARY SESSION #4: CONTRACTING: <i>Women Warriors in Business: The Vendor Forum</i> Finally landing that big contract may not be the dream you imagined. What should you know? Learn from the best! Women CEOs share their stories of trial and triumph in contracting.
2:50 – 3:00pm	Closing Remarks: Lorraine Allen, Regional Director, NJSBDC at The College of New Jersey
3:00 – 4:00pm	Networking Reception

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