



Rachel Elnaugh  
Entrepreneur



Kavita Oberoi  
Oberoi Consulting



Maggie Philbin  
TV Presenter and Broadcaster



Karen Darke  
Explorer



# EAST MIDLANDS WOMEN IN BUSINESS CONFERENCE

Thursday 5th March 2009  
at **Pride Park Stadium, Derby**



# welcome

Prepare to be inspired...

**Motivating Business Speakers...**

**Inspiring Workshops... Incredible**

**Networking Opportunities...**

**Welcome to East Midlands Women in Business Conference 2009.**

Whether you're in business, considering going it alone, or in an established career, East Midlands Women in Business Conference has something for everyone.

Now in it's 5th year, this successful event will take place on Thursday 5th March 2009 at Pride Park Stadium, Derby, and will provide advice, support and inspiration to women looking to develop their businesses, skills, employment prospects and personal life.

The day will conclude with the East Midlands Development Agency's Women of Worth Awards being announced by entrepreneur Rachel Elnaugh.

**Don't miss out, reserve your place today... Conference costs REDUCED this year to £95.00 +vat (£109.25)**

**Book early to avoid disappointment!**

To ensure your place in 2009 please book on-line @ [www.kc-jones.co.uk/wib09](http://www.kc-jones.co.uk/wib09)

"I was totally inspired throughout the day, it was excellent"

"I thoroughly enjoyed the day and would come again. I met lots of people and did leave feeling inspired"

"What a fantastic day, can't wait for the next one"

"Best event I've attended for a long time"

"Thanks for a truly brilliant day - it sounds trite to call it inspiring, but it really was"

# keynote speakers

## East Midlands Women in Business Conference



### **Rachel Elnaugh, Entrepreneur**

Is one of Britain's highest profile female entrepreneurs. Having started her working life as an office junior, at the age of 24 she created the market leading experiences brand Red Letter Days on a shoestring budget from the front room of her home. Red Letter Days went on to generate over £100 million in turnover in the 16 years that she ran it, and in doing so pioneered the UK's £250 million experiences sector.

Then, in early 2005, Rachel shot to fame as one of the original Dragons in BBC's cult business show Dragons' Den.

After the well-publicised crash of Red Letter Days in 2005, Rachel stepped away from the media spotlight and has been working in the small business sector ever since, inspiring, motivating and helping entrepreneurs to achieve personal success.

Author of 'Business Nightmares' Rachel draws on her business and TV experience to help others into business.

Rachel lives in Bakewell, Derbyshire with her husband Chris and five sons Mark, Paul, Eddie, Michael and Jack.



### **Kavita Oberoi, Oberoi Consulting**

Is the founder and Managing Director of Oberoi Consulting, a company which is recognised as a key provider of dedicated IT and business solutions to the NHS, based in Derby. The client base range from GP practices, Primary Care Trusts and pharmaceutical companies.

In 2005, Kavita was awarded the prestigious NRI Institute international 'Pride of India Gold Award' in recognition of her achievements and was runner-up and received a commendation in the Entrepreneur of the Year section of the 'Asian Women of Achievement Awards 2005'. Soon followed a Fellowship of the RSA (The Royal Society for the encouragement of Arts Manufacture and Commerce).

In April 2008 Kavita went undercover in Ladywood, Birmingham as "The Secret Millionaire". Kavita is now a Board Director with Martha's Oasis and is supporting them to launch the "Sisters with Voices Programme" – SWV (a development programme for young girls) on a national basis.



### **Maggie Philbin, TV Presenter and Broadcaster**

TV Presenter Maggie Philbin currently covers Science and technology for "Inside Out" and BBC Breakfast News having spent ten years on the cutting edge Science programme Tomorrow's World.

As a keynote business speaker Maggie draws on her unique experience with some of the greatest innovators and inventors of all time, Maggie talks with great humour, authority and style about the key ingredients of innovation and forward thinking in business. She has a unique resonance with audiences who not only watch her now on BBC Breakfast News but also grew up with her on the legendary Saturday morning children's show "Multi-Coloured Swap Shop".

She is well known for her involvement in the promotion of women in business, science and technology.



### **Karen Darke, Explorer**

Karen inspires others with her own remarkable story. A keen runner and mountaineer, at the age of 21 she fell from a cliff and was paralysed from the chest down, she was determined not to let her condition get the better of her and embarked on an incredible series of adventures, which tested her to the limit. Within four years of her accident, she hand-biked over the Himalayas, since then, her exploits have been breaking down the barriers between disabled people and the outdoors.

Her many expeditions have included crossing the Tien Shan and Karakoram mountains of Central Asia, handcycling the Japanese archipelago, sea kayaking a 1200 mile length of the Canada - Alaska coastline, crossing the Indian Himalaya and skiing the Valle Blanche on a sit ski.

She shares her personal stories focused on overcoming challenges, embracing change and achieving the 'unachievable'.

*"If we can know ourselves better, we can explore our abilities, and achieve all manner of things we may previously have thought impossible."*

**Book on-line @ [www.kc-jones.co.uk/wib09](http://www.kc-jones.co.uk/wib09)**

# agenda

- 9.30 Registration
- 10.00 Welcome
- Keynote Speech -**  
Karen Darke, Explorer
- Keynote Speech -**  
Kavita Oberoi, Oberoi Consulting  
Q & A
- 11.10 Refreshments & networking
- 11.35 Seminar Workshop 1
- 12.35 Lunch & networking
- 1.35 **Keynote Speech -**  
Maggie Philbin, TV Presenter  
and Broadcaster  
Q & A
- 2.15 Seminar Workshop 2
- 3.15 **Keynote Speech -**  
Rachel Elnaugh, Entrepreneur  
Q & A
- 4.00 **East Midlands Women of Worth  
Awards**
- 4.30 Close

We will hear from our sponsors throughout the day.

## The day will be facilitated by:



**Alison Mackenzie**  
ITV Central News

To ensure the conference runs smoothly, experienced broadcaster Alison Mackenzie will once again facilitate the event. Alison has an extensive

career in broadcast journalism, starting in local radio in Birmingham, moving to Radio 1's "Newsbeat" and for the last 11 years as a Senior Reporter/Presenter for Central News at six. In 2005 Alison won the ITV network's Reporter of the Year award and in April of 2006 the News Feature Award.

# seminar workshops

## Making the Most of Your Talent, Emotional Intelligence (EI) at Work

What makes the difference between a good performer and a great performer? Are you achieving your potential? How well do you motivate your staff?

This session will introduce you to the importance of EI for individual effectiveness, teamwork and motivation, how to develop yourself and your people for sustainable progress, productivity and performance.

Did you know that a major factor in your business and life success is your Emotional Intelligence? In fact, studies of star performers show that 85% of what sets them apart from average performers is superior EI skills. This workshop will demonstrate how our three brains work and the role attitudes play in how people think, feel and perform. If you really want to make the most of your people/talent, then this is a workshop for you.

Lisa Spencer-Arnell is an Executive Coach, Facilitator, Author of Emotional Intelligence Coaching and an East Midlands Womens' Ambassador. She will share her experiences of working with a wide range of individuals and organisations in the UK, Europe and the Middle East.

## Magnetic Marketing

In this workshop, Rachel Elnaugh shares her insights on how she built the market leading experiences brand Red Letter Days on a shoestring budget through tactical PR and word of mouth. She will take you through practical sessions to help you identify your core target customer, how to enhance the intensity of your brand experience and how to build your marketing into the heart of your business by creating products, services and experiences which go all out to WOW. She'll share her insights on how 'Purple Cow' thinking can transform your ability to attract new customers as well as build a brand which is far more powerful than utilising advertising and other forms of 'push' marketing alone.

Rachel Elnaugh, is one of Britain's highest profile female entrepreneurs. She is an Entrepreneur in Residence at the British Library Business & IP Centre and winner of the International Association of Bookkeepers 2008 UK Champion for Entrepreneurship Award.

## Conflict Management and Personal Safety

This seminar will provide practical advice on how to manage the fear, adrenalin, stress that everyone experiences during a conflict situation. It will share real examples, bring to life effective ways of dealing with a specific conflict situation. You will learn how to more effectively manage the commonly-known but little understood "fight or flight" response. This includes application of the HeartMath "neutral" technique which puts an immediate brake on the over-production of adrenaline and helps you to think your way out of a difficult situation.

You will see simple, proven communication techniques to enable you to be assertive in a difficult situation, rather than being passive or aggressive. Not forgetting straightforward tips and techniques which you will be able to take away with you to ensure your personal safety at all times, this to include basic self-defence techniques that will protect yourself in a worst case scenario.

MAX Conflict Management provides training and consultancy for the broadest range of conflict situations, ranging from boardroom disagreements to personal safety training for lone workers and specialist work in the educational sector.

## What Works on the Web? 60 tips in 60 minutes

Beat the clock! Get 60 tips that you can use straight away to improve your business performance on the Internet.

In this fun, fast paced and entertaining session Susan Hallam will give you tried and trusted ways of using the Internet to promote your business. Learn ways of getting more visitors to your website, techniques for saving your business money, and discovering new ways of communicating and engaging with your customers.

Google, web design, email marketing, blogging, YouTube – Susan will give you 60 easy to understand ways of promoting your business online, getting more visitors to your website, and making those sales.

Susan Hallam is an internationally recognised Internet marketing trainer and consultant, and director of Hallam Communications. She publishes a small business marketing blog "Internet Marketing Made Easy" and is an expert advisor to the East Midlands eBusiness Club.

# east midlands women of worth awards

## HAVE YOU BEEN WOWED BY A WOMAN?

The East Midlands Women of Worth awards, funded by East Midlands Development Agency (*emda*), aim to celebrate the achievements of entrepreneurial, forward-thinking business women from across the region. Women play an important role in today's society, providing inspiration to other East Midlands women and encouraging them to pursue their dreams of starting-up and running their own business.



These awards are designed to recognise the achievement of our entrepreneurial and forward-thinking women. Currently, women are half as likely to be involved in entrepreneurship as men, so it is vital that we recognise the business achievements of those who have taken the step into the market place, and hopefully encourage others to do the same.

Designed to recognise the commitment and contribution made by businesswomen to the East Midlands economy, the Women of Worth Awards will spotlight three outstanding business women in key categories as follows:

- Business Woman of the Year - for a woman who has achieved outstanding success with her business and is an inspiration to up-and-coming businesswomen
- Young Business of the Year - for the best, new, female run business (est. post March 2007) that has made giant strides in the quest to achieve it's goals
- Most Innovative Business - for the business that can demonstrate entrepreneurial flair, capitalising on an original and attractive product/service

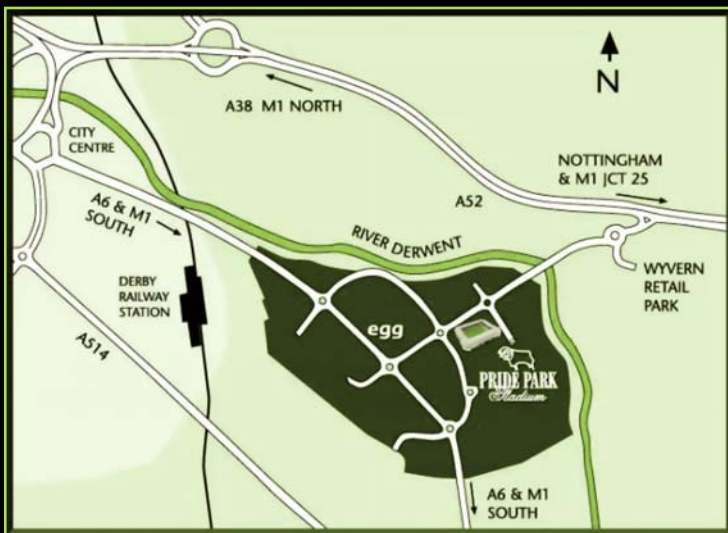
You can nominate yourself, a colleague, a friend or client or indeed nominate yourself. We are ensuring that the entry process is kept simple and easy to complete. The winners will be announced by Rachel Elnaugh at the conclusion of the Women in Business Conference, Thursday 5th March 2008.

**THE DEADLINE FOR SUBMISSION OR NOMINATIONS IS MONDAY 26th JANUARY AT 4.00pm.**

After the closing date has passed, a judging panel will review each entry based on common criteria. Interviews will be held on Thursday 5th February 2009 at *emda*'s offices in Nottingham.

**To enter please visit:**

[www.kc-jones.co.uk/wow](http://www.kc-jones.co.uk/wow)



**To secure your place book today!**  
Book on-line @ [www.kc-jones.co.uk/wib09](http://www.kc-jones.co.uk/wib09)

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Derby County FC  
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Please note; we reserve the right to substitute speakers and presenters with appropriate alternatives if they become unavailable.



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