



**Network of Entrepreneurial Women, Wicklow (N.E.W.)
JANUARY 2009 MEETING**

Topic: "Five Keys to Build Buzz and Boost Profits"
(Marketing on a Shoe String Budget)

Guest Speaker: Krishna De, www.bizgrowthnews.com

Date:	Wednesday 21st January 2009
Venue:	Marriott Druid's Glen Hotel, Newtownmountkennedy
Time:	7.30pm – 9.30pm
Agenda:	7.00pm: Tea/coffee and networking 7.30pm: Announcements & member introductions 7.40pm: Guest Speaker – Krishna De



**Guest Speaker
Krishna De**

About the Guest Speaker...

The first meeting of the Network of Entrepreneurial Women in 2009 will focus on a topic that is important to all of us – **marketing our businesses and increasing sales**. Our guest speaker in January – **Krishna De** a business strategy and brand engagement mentor, professional speaker and the author of the forthcoming books '42 Rules Of Marketing In A Recession' and 'Managing Your Personal Brand Online: How to Master the 7 Keys of Professional Success in a Digital Age'. She is considered by the media and clients alike to be one of Europe's leading brand engagement and social media communications strategists and her expertise in personal branding, leveraging online marketing and social media is featured in the new book 'World Wide Rave' published by Wiley and available in March 2009.

Topics to be covered...

- The **three key marketing strategies** that every entrepreneur and business owner needs to master
- **Why expressing your brand online is critical** in the age of the Internet and **how to get started even if you don't have a website**
- How we can identify **where we are leaving money on the table** and what to do about it
- **5 actions** that we can implement quickly, easily and at low cost **to attract more leads to our businesses**

For more information or to book a Business Pitch or Resource Table at this meeting please contact Sinéad Buckley Quinn at sinead@wicklowceb.ie

***NB* Please respond to one of the **three** (post, email or text) **RSVP reminders** to confirm your attendance at this event**

Email sinead@wicklowceb.ie or phone **0404-67100 to RSVP**



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