

**Network of Entrepreneurial Women (N.E.W.)
February 2012 MEETING**

Topic: "Getting Maximum Results from your Business in 2012"
Guest Speaker: Rob Healy, MD, Crofton Training & Consulting

Date: **Wednesday 1st February 2012**
Venue: **The Parkview Hotel, Newtownmountkennedy**
Time: **7.00pm – 9.30pm**
Agenda: 7.00pm: Tea/coffee and networking
7.30pm: Announcements & introductions of all present
7.40pm: Guest Speaker
8.45pm: Networking & Refreshments
Cost: **€10** per person, payable on the door
(Or pay special rate of €40 online, covers 6 meetings in 2012)



Rob Healy, MD,
Crofton Training & Consulting

At the first meeting of the '**Network of Entrepreneurial Women**' in 2012, **guest speaker, Rob Healy**, will address a topic close to all of our hearts – *how to get our businesses really working for us in 2012.*

Rob will take the topic of strategic Business Development, and give it a unique twist. In addition to relating his experience of rejuvenating his own business, Rob will discuss:

- **Your business's Bread & Butter – do you know who your main customers are?**
- **The 80:20 rule. The most profitable customers to focus on**
- **Retainers and rolling contracts versus new business developments**
- **Bringing in new Revenue Streams ('tributary business')**
- **Trimming all business costs by 5% - one hour a week to save significant money**
- **Coming up with new products and services to offer customers**

Rob has a very interactive style of presentation, and will use facilitated break-out discussion groups to enhance learning. The evening will finish with a summary of learning points, and clear pointers for developing a set of Business Objectives for your business.

Whether you are a regular attendee, or a first-timer to the NEW Network you will be made most welcome to this 'New Year Spring Clean for your Business'!

About the speaker...

Rob Healy founded Crofton Training (www.croftontraining.com), a Bray based company, in 2004. His customers include Liverpool Football Club, Credit Suisse, CCL Label, Curam software and Oriflame. Specialising in communication skills and corporate development, Crofton Training focuses on delivering courses specific to customers' needs. In recent years Rob has added business consulting to his portfolio and travels extensively throughout Europe.

Please remember our new payment system for 2012 - €10 at the door, or pay €40 for all six meetings of 2012. Pay the annual fee online anytime at www.wicklowceb.ie/training (Go to 'Networks')

To RSVP, for more information or to book a Business Pitch or Resource Table at this meeting please contact Sinéad Quinn at sinead@wicklowceb.ie or 0404-30800