



**The Right First Impression**  
**On Tuesday 15 April 2008 6.30 pm for 7.00 pm**  
**At City Inn, Brindleyplace, Birmingham**

You have 10 seconds to make a first impression and 30-60 seconds to make an elevator pitch.

Learn how to recognise and avoid bland statements such as these:

- "I'm a business coach, helping staff to improve their business performance"
- "I'm a holistic therapist, offering facials, waxing, massage etc"
- "I want you to go on a date with me because I'm a nice person"

Whether you're selling yourself or your business, you need to make a memorable statement that sets you apart from the competition. Here's your chance to put the WOW into your introductions.

Join us for an evening of elevator pitches and speed networking. During this fast and fun event Jill Bowman (On Target Training) will help us to identify our individual hook. You will then have the opportunity to practice your new elevator pitch (and anything else you can say in 90 seconds) with as many other WiBA members/guests as possible.

Remember to bring plenty of business cards, brochures etc, as you will be able to distribute your literature to everyone you meet during the speed network.

The speed networking will be followed by a 2-course meal of excellent European cuisine in the City Cafe

**About Jill Bowman:** Jill has been a member of the Chartered Institute of personnel and Development since 1981, and has over 20 years experience in learning and development. Jill is also a trained LIFO practitioner, and uses this approach when working with her clients, who include Peugeot, Warwick University, Coventry City Council and numerous small businesses. On Target Training aims to inspire and challenge individuals to understand themselves better, think in new ways and move forward with confidence.

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I would like to book \_\_\_\_\_ place(s) for The Right First Impression on **15 April 2008** and enclose my cheque made payable to "**Women in Business Association**". Members £18.00 per ticket and guests £26.00 per ticket. Please note refunds are not paid on cancellations made.

**Name:** \_\_\_\_\_ **Guest(s):** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Tel No:** \_\_\_\_\_

Please return this slip together with your cheque by **8 April 2008** to Teresa Ahern, Administrator, Women in Business Association, 33 Brandon Road, Hall Green, Birmingham, West Midlands, B28 8DX  
Tel: 0121 243 9362 Fax: 07092 843729 E-mail: [teresaaahern@blueyonder.co.uk](mailto:teresaaahern@blueyonder.co.uk)

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