



## **Business Insight's Women's Enterprise Day**

**Wednesday 18th November** Venue: Lower Ground floor

[Business Insight](#) Birmingham Central Library

- 10-10.15 Arrival and Registration with refreshments and a chance to sample some delicious cup-cakes freshly baked by "Kiss-Me-Cupcakes"
- 10.30- 11am – The Reality of Running your own Business - Dalvinder Cheema Co-Director of Kiss-Me-Cupcakes. Dalvinder and her partner received free advice from Business Insight in support of their business venture.
- 11.15 – 12 noon – Networking with Confidence with Anne Kennedy, Business and Personal Development Consultant SFEDI Assessor.
- 12.15 – 1pm - Dress for Success with Louise Boss, Fashion Adviser
- 1.15pm – 2.00pm How Tax and National Insurance Might Affect your Business - Linda Fisher, Business Adviser, HMRC
- 2.15-.3.00pm Conquer Doubt – Create a Marketing Machine with John Sealey, Director of Your Marketing Matters.
- 3.15- 4pm Sources of Funding Joint presentation from: Dr Steve Walker, Chief Executive of Aston Reinvestment Trust, Alison Bradley, Managing Director of Arrow Small Business Loans.
- 4.15- 5pm Writing a Business Plan with Mike Bryne, Business Adviser, Birmingham Chamber Training, Birmingham Chamber of Commerce

Networking throughout the day and a chance to meet women's support groups including Women in Business Association

Drop in to sessions or come along to the whole day.

It's free of charge. Wiba will have an exhibition table and committee members will be available at various points throughout the day.