



Diversity – the lost business opportunity?

21 July 2011, Mint Hotel, Brindleyplace, Birmingham
6.30pm for 7pm

The business case for diversity is compelling. Our two speakers will cover different but related threads on this much debated, yet often misunderstood, subject.

It has long been acknowledged that building a successful business depends on nurturing and maintaining successful business relationships. Are these hampered or strengthened by diversity. What does “diversity” actually mean?

Derek Norval, Management Development Consultant and Negotiation Skills Trainer, recognises that unconscious views can sometimes “get in the way” of building constructive business relationships and that stereotypes and perceived “differences” often need to be confronted to discover opportunities and develop sound professional relationships.

Successful business people become even more so when they consider how to communicate to a wide audience in the most appropriate way, considering respective client relationships and gender and cultural aspects.

Derek has a reputation for being both informative and entertaining and will cover the following topics:-

- Every individual has their own unique map of the world
- Different is only different, not wrong
- Diversity is a fact of business life; it is not exclusively about ethnicity.

Janette Rawlinson, Independent Consultant and wiba Treasurer is an Ambassador for Public Appointments for the Government Equality and Cabinet Offices. She will outline the importance of diversity in the boardroom explaining how we can contribute to society as well as our personal development through committee and board roles.

Diversity in the boardroom has been much debated yet the recent Lord Davies’ report Women on Boards has disappointed many who have long campaigned for greater diversity on boards.

Janette will explain how to develop the knowledge of how committees and boards work in order to gain skills and experience for your career development. Learn how you could play a part in this or challenge your own organisation to consider its diversity policy in its career pathway, corporate social responsibility or talent management strategies.

Both speakers are happy to take questions during the presentations and evening.

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I would like to book _____ place(s) for the "Diversity" event on 21 July 2011 and enclose my cheque made payable to "Women in Business Association". The event costs £17 for members and £21 for guests.

Please note that refunds are not paid on cancellations made less than 8 days before the event. Any member who books but doesn't turn up will be charged for this event.

Name: _____

Guest(s): _____

Company: _____

Email: _____ Tel No: _____

Please return this slip together with your cheque by no later than **4pm on 19 July 2011** to Kim Beckford, Women in Business Association, c/o One Eleven, Edmund Street, Birmingham, B3 2HJ

Tel: 0121 234 0139

Fax: 0121 234 0079

E-mail: kbeckford@hbj-gw.com

Website: www.wiba.co.uk

Booking terms and conditions

Booking forms should be sent with payment prior to the event - payment deadlines and contact details are provided on the form.

Receipt of your booking whether by email or post indicates acceptance of liability to pay the attendance fee irrespective of whether you actually attend the event. We can accept payment by cheque or bank transfer.

Please note refunds are not paid on cancellations made less than 8 days before the event. Wiba reserves the right to refuse admission if payment is not received prior to an event.

Important notes: The booking constitutes a legally binding contract. It may be necessary for reasons beyond WiBA's control to change content, timings, speakers, date or venue of an event. Whilst every effort will be made to prevent this, in the unlikely event of a meeting being cancelled, WiBA will make a full refund but disclaim any further liability. Please note that payment must be made in full at time of booking.