



## “Business Survival (and Growth) in a Difficult Marketplace”

21 September 2011, Mint Hotel  
6pm for 6.30pm

In these difficult economic times, whatever size or mode of business you own or participate in, survival is of fundamental importance. However, there are opportunities for growth and development even in rough waters.

WiBA are bringing together three speakers who offer excellent advice, and personal experience, about how to not only survive difficult times but to identify opportunities and build flourishing businesses.

Our key speaker is bestselling author, **Peter A Roper FPSA**, who will share some of his experiences from his recently launched book, **Life after Death – How to gain success from failure in business!**

Peter Roper became a bestselling co-author in 2006 with his book “...And Death Came Third!”, a **definitive guide to business networking and public speaking**. The book has been described by Sir Digby Jones, Director-General of the CBI as “A must-read for anyone who wants to get on in business”. It was updated and republished in May 2011.

Peter will discuss how, after such success, a series of bad decisions and naivety meant that he found himself having to start from scratch only a short time later. Peter will share his experiences of re-building himself and creating a thriving business and will discuss the opportunities that flowed out of initial disappointments.

Peter will be supported by two business owners whose professional lives are spent helping to support and nurture other businesses. **Jean Powell of Feltons** and **Vicki Valsecchi of Vv Resources** will encourage us not to neglect two key areas of any business– the money and the people (including ourselves!)

Jean Powell, Director of Feltons, Chartered Accountants and Business Advisors, runs her own accountancy practice here in Birmingham. Jean will share her advice and experience as an accountant, and small business owner, about how to achieve business success.

Vicki Valsecchi of Vv Resources and longterm member of WIBA has run a local Management Development Consultancy for over 20 years. Vicki says “It is particularly important to keep yourself and others motivated during hard times. There are now so many ways to gain support through utilizing new technologies alongside the more traditional routes”.

Please do join us for this special evening and continue what proves to be an extremely engaging discussion over a 2 course meal at City Cafe. Both male and female guests are welcome to attend this event.



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I would like to book \_\_\_\_\_ place(s) for the "Business Survival" event on 21 September 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 16 September 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](http://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.