



2009
Women
Entrepreneurs'
Expo

Ride On, Ride On!

The Waterford in Springfield
6715 Commerce Street Springfield, VA 22150

Workshop Descriptions

9:30am - 10:45am Workshop Round 1 (Choose one of four)

Getting Your Business On The Web - Whether you're just starting out, or growing like gang-busters your web presence is a crucial part of your marketing efforts. Learn tips and insights on key factors for effective websites, and strategies for making sure it gets seen. "If you build it, they will come" doesn't work for websites! Come find out what does.

Knowing When to Quit Your Day Job - Do you dread going to work? Feel like you were made to do something else with your life other than working for "the man?" Or is your hobby starting to pay you more than your day job? If you answered "yes" to any of these questions, then it's time to move on. In this interactive session, we will identify the risks and rewards of leaving your day job and following your purpose. Finally, we will learn 10 key strategies for implementing your purpose because although entrepreneurship may be calling, are you really ready for it?

What It Means to Be Green: Tips for Saving the Planet and Your Pocketbook - Experience an interactive session for small and microbusinesses to understand the new green economy and "green" markets and sectors. Despite the economic downturn, environmentally and socially responsible product and service demand continues to grow, providing business opportunity. Participants will explore methods for small and micro businesses to create cost-savings, access new markets, and link to government incentives for "green" industries and jobs, through building upon and protecting existing assets.

Prime and Sub-Contracting: The Next Step for Business Expansion - More To Come!

11:15am - 12:30pm Workshop Round 2 (Choose one of four)

Start-Up Survival Kit: Doing It Right the First Time - Ever wonder if you're doing it right? Is your business plan really necessary? When do you need commercial insurance and how much? Did you choose the right entity? Business survival starts with the basics. This workshop gives an overview of what you need to know to make it work for you!

Surviving the Recession: Start a Direct Sales Business! - Worried about money and security during our economic downturn? Direct sales is a Plan B (as well as a Plan A) for millions of women. Learn about the options it can give you and get YOUR questions answered in this interactive session. You'll get a good sense of whether this is a good fit for you, and if so, what the next steps might be. You'll learn how direct sales works (it's actually NOT a Ponzi scheme), exactly how much money women make in these companies, what to look for in a direct sales company, what it takes to be successful in the direct sales world & anything else you want to ask!



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All-a-Twitter! Get Savvy About Linked-In, Facebook and More! - Curious about what to do with Social Networking? Not sure how to turn "social" into revenue? Join us for this very hot topic to get the scoop. Bring your questions and an open mind to embrace the marketing technology that's taking the 21st century by storm!

Open Networking with Exhibitors and Other Participants

2:45pm - 4:00pm Workshop Round 3 (Choose one of three)

Create a Personal Brand: Essential Tools for Presenting Yourself - A picture really is worth a thousand words. What does your personal "picture" say about you? If you ever wonder if black is appropriate in all business setting, if your business outfit should be trendy or classic, if your hairstyle makes a difference to your clients, if you really need to wear lipstick, this workshop is for you! It's also for you if you don't believe your appearance is a part of your business. Come find out why every impression really is a first impression!

Speed Networking Guided Exercise - Get serious about networking and refine your 1 minute intro at "speed networking." The objective of speed networking is to get each participant into a one to one conversation with each and every other person with one minute to talk for each individual. The rotation is the key, and with a limited timeframe, there will be a limited number of seats available. Please be prompt as once we have started the networking, we will not be adding additional people to the rotation.

Open Networking with Exhibitors and Other Participants