



May 31, 2011

# Are you Ready for WBENC?

“The Opportunity Connection”  
Business Expo  
June 22, 2011



Agence de  
promotion économique  
du Canada atlantique



NEWFOUNDLAND & LABRADOR ORGANIZATION OF  
WOMEN ENTREPRENEURS



ALBERTA WOMEN ENTREPRENEURS  
Realize Success



# Focus

- What Corporations expect when you visit them at WBENC Business Fair?

**OR**

- What ***you*** can do to meet expectations at the different booths at WBENC **and** meet your goals.

# Agenda

- Corporate and WBE objectives
- What to Expect
- Preparation
  - Elevator Pitch
- Selling Tactics

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- *Corporate and WBE Perspectives*
  - Corporate Objectives
    - Professional Development
    - Identify/Educate Relevant WBEs
    - Network
  - WBE Objectives
    - Professional Development
    - Identify Business Opportunities
    - Network



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- *What to Expect:*
  - Waiting in Line
  - Busy Corporate Representatives
  - Limited Time

# WBENC National Conference & Business Fair “The Opportunity Connection”

- Preparation
  - Corporate Self Assessment/Objectives
  - The Elevator Pitch
  - Corporate Selling Strategies & Tactics

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- Corporate Assessment
  - SWOT (Strengths Weaknesses Opportunities Threats) Analysis
    - Identify what you want and need for your business.
    - Would you recognize “it” if you met it. Be specific.
  - Basis for developing your corporate objectives for the WBENC Business Fair

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<b>SWOT ANALYSIS</b>	
Strengths	Weaknesses
Opportunities	Threats

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- Business Fair Objectives

- Sample Objectives

- Make contact with specific lender
- Learn how to get on vendor list of specific corporation
- Talk to similar companies to benchmark an area we're having trouble with
- Scout the booths to gather ideas for WEConnect in Toronto
- Build potential customer database
- Explore possible strategic collaboration, alliance and/or partnership
- Scout future consulting clients
- Look for a partner in NE of US with which to bid jointly

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- The Elevator Pitch - Contents
  - Develop, Review or Fine-tune your pitch
  - Who
  - What
  - Why
  - Where
  
  - And why should they care?



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- The Elevator Pitch – Goal is to achieve:
  - Clarity
  - Simplicity
  - Memorability



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- The Elevator Pitch - Preparation
  - Review your company assessment
  - Write
  - Practice
  - Edit
  - Learn
  - Make It Second Nature

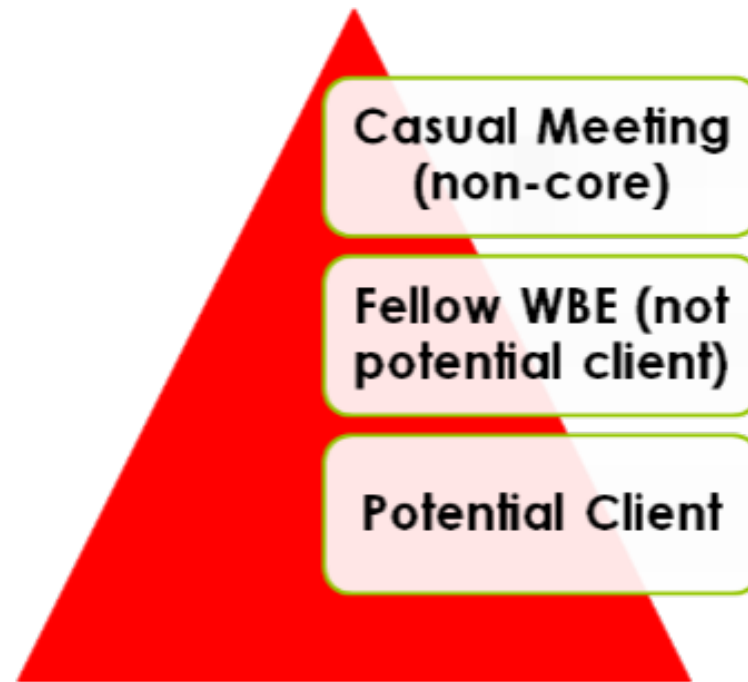


# WBENC National Conference & Business Fair “The Opportunity Connection”

- The Elevator Pitch - Preparation
  - Review your company assessment
  - Write It
  - Practice
  - Edit
  - Learn It
  - Make It Second Nature
  - **Be Prepared to Match Your Audience**

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- The Elevator Pitch – Match Your Audience
- Brief
- Moderate Detail
- Full Detail



# WBENC National Conference & Business Fair “The Opportunity Connection”

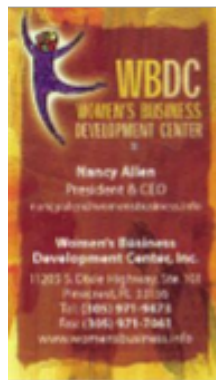
- Business Fair Tactics – 3Bs
  - Be Focused on Objectives
  - Be Memorable
  - Be Open

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- Be Memorable!

# WBENC National Conference & Business Fair “The Opportunity Connection”

- Be Memorable (within budget!)
  - Cards
  - Information



Card



Brochure

# WBENC National Conference & Business Fair “The Opportunity Connection”

- Be Open!



# WBENC National Conference & Business Fair “The Opportunity Connection”

- Personal Preparation

- June 22 is ***packed*** with opportunity
  - Breakfast, Luncheon, Business Fair, Off-Site Reception at ARIA Hotel downtown
- Pack Accordingly!



Day



Evening



Comfortable



Fun

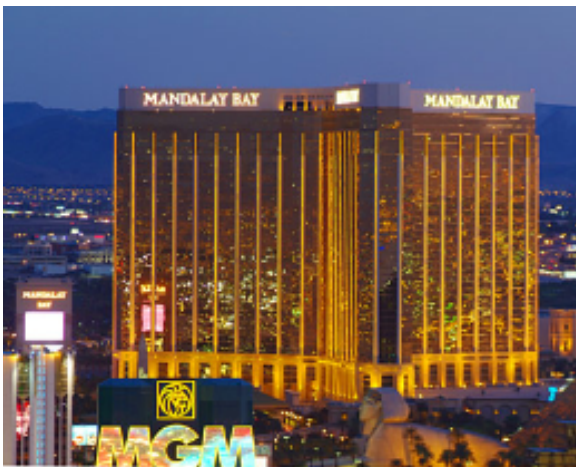
# WBENC National Conference & Business Fair “The Opportunity Connection”

- Enjoy the Process!

**WBENC**  
Women's Business Enterprise National Council  
**2011 NATIONAL CONFERENCE  
& BUSINESS FAIR**

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**THE OPPORTUNITY CONNECTION**  
JUNE 21-23, 2011 | LAS VEGAS, NV



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