



North Rhine-Westphalian Businesswomen's Convention

25 April 2009 10 a.m. to 6 p.m. Gelsenkirchen

How you can benefit from the 2009 Businesswomen's Convention:

- ▶ Women managers can share ideas and thoughts with their counterparts and enhance their knowledge in line with their needs
- ▶ Women service providers who work closely with companies can present their ideas at the "information exchange"
- ▶ Advertisements can be placed in the programme (booking deadline: 20 December '08)
- ▶ Networks can share knowledge and promote themselves
- ▶ Consulting organisations can promote their services
- ▶ Companies that have recognised the potential businesswomen offer will find this an interesting event
- ▶ Sponsors looking to invest in the future need look no further

More Information

www.chefin-online.de

With the kind support of  **metropol Ruhr**

The full version of the **programme** will be available in **February 2009**. You will find it at www.chefin-online.de, from where you can also request to have it sent to you.

The North Rhine-Westphalian Businesswomen's Convention is much more than the sum of its parts. Attendees appreciate the open atmosphere and the opportunity to establish new contacts. The frank discussions between 600 to 700 women managers generate new perspectives and ideas.

Every year, more women in North Rhine-Westphalia decide to go self-employed – 228,000 have taken the plunge so far. Our aim is to help increase that number, make women entrepreneurs more visible as role models and boost their companies' growth!

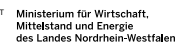
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Patron: Christa Thoben, Minister for Economic Affairs and Energy of the State of North Rhine-Westphalia



 **North Rhine-Westphalian Businesswomen's Convention**



U North Rhine-Westphalian Businesswomen's Convention

25 April 2009 10 a.m. to 6 p.m. at Wissenschaftspark Gelsenkirchen

The North Rhine-Westphalian Businesswomen's Convention 2009 will provide a platform for the things that tend to get neglected amidst the daily business routine – time to think about strategies and personal goals and an opportunity to move forward by sharing knowledge and to enjoy relaxed conversations with fellow women managers. Since 1996, 6,800 women managers and business founders have used the convention as a source of encouragement and a means of developing and growing their companies.

2009 will see the start of a new phase. Having received funding from the EU and the North Rhine-Westphalian government for the past twelve years to stage the convention as an event for the Ruhr District, we are now launching it as a North Rhine-Westphalian event with private-sector funding in cooperation with numerous partners. Since we firmly believe that self-employed women need inspiration and creative breaks, the concept behind the convention will remain the same – to provide a special blend of business management and passion!

We look forward to seeing you at the 2009 Businesswomen's Convention in Gelsenkirchen on 25 April 2009!



C. Sperling B. Unger

Cornelia Sperling and Birgit Unger, RevierA GmbH

Time for the future!

We have chosen “future developments” as the core topic for the 2009 event. Our view of the future is very much rooted in the present, focusing on questions such as “How can I ensure that the decisions I make today will make my business and personal goals achievable tomorrow?” and “How can I, and my company, concentrate on the business, social and technical challenges that lie ahead?”

- ▶ The convention will kick off with an **overview of future trends** – giving a clearer idea of their complexity. As self-employed people, the most important questions for us are: “What needs will tomorrow's customers have?” and “What will be the key strengths that make us stand out from the rest in the future?”
- ▶ With all the exciting new ideas, your adrenalin is bound to get going so you'll need to combine passion with a cool head. In the **knowledge-sharing forums**, businesswomen will be able to discuss their experiences, ideas and visions and contemplate what future trends will bring, how they can tackle them and how they fit in with their own personal goals.
- ▶ The **seminars** will focus on subjects to do with strategy and the future, e.g. market analysis of future trends, development of new business ideas, trends in specific sectors, future markets for business founders and strategic business planning.

A wide range of partners are cooperating with us in the convention. With businesswomen's networks and associations, consulting organisations, chambers of crafts and trades and chambers of industry and commerce, regional agencies and business development companies all involved, the Businesswomen's Convention will be a unique event.

What you can look forward to

- ▶ Businesswomen's networks will be represented
- ▶ “Find a business associate” notice-board area
- ▶ Access to mentors and senior coaches
- ▶ Opportunity to meet experienced businesswomen from the private-enterprise, freelance and skilled-trade sectors
- ▶ Opportunity to reflect on the role of women managers
- ▶ Seminars on strategic thinking
- ▶ Discussions with women managers with intercultural backgrounds
- ▶ “Oasis of Advice” with women experts on tax, marketing, finance and law
- ▶ Platform for knowledge-sharing across industry sectors
- ▶ Ideas on how to deal with corporate succession
- ▶ Encouragement for women business founders
- ▶ “Information exchange” where cooperation partners present a wide range of information
- ▶ Inspiration for promising ideas for the future