

bfa Empowering Women in Business (EWIB)

Sponsored by HSBC UK

Thursday 22nd September 2022 - £135 +VAT
Hilton, Reading

09:00 **General Registration - Coffee & Networking**

Your opportunity to connect with likeminded women in business ahead of the main event.

09:35 **Welcome to Empowering Women in Business 2022**

An introduction to the day and everything you need to know.

09:40 **Leading the Change**

Pip Wilkins QFP, CEO, bfa

10:00 **The Big Seven - Speed Sessions**

Seven leading females in franchising take centre stage

- Living with neurodiverse superpowers - Rachel Fay, Little Learners
- Self-development to achieve success – Krishma Vaghela, The Franchising Centre
- Transition from Olympian to franchisor - Christina Handasyde Dick, Guardian Angel Carers
- Growing & leading a winning team – Sepideh Saldjoughi, N.Bar
- A whole new world in marketing - Emma Scholes, Caremark
- Scaling up, down and sometimes sideways - Laura Tarran, Dominoes
- Leading the change in menopause – Donna Hall, the bfa

11:15 **Networking coffee break**

11:45 **Interactive workshop session having an authentic voice & telling your brand story**

Hilary Salzman, 22 Stories

12:45 **Networking buffet lunch**

13:35 **Fireside chat**

Louise Minchin, Keynote Speaker

Leading The Change

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14:20 Breathing workshop: How to navigate stress, anxiety, panic and burnout using just the breath

Kay Lou Haskins, Kay Lou Klub

14:50 Networking coffee break

15:10 An interactive panel of female entrepreneurs share their journeys and insights on how their brands have flourished and the lessons they have learnt:

Gillian Morris - HSBC, Lucy Campbell - Right at Home, Myriam Welsh - Guinot, Hannah Smith - Water Babies, Angela Sterling - Lingotot

- Attracting the right people to your brand
- Having authority & visibility on social media
- Mental health – why its important and what can we do
- Building a business around family
- Your support system - finding your people!

16:00 Diversity and inclusion are for life, not just for meetings

Shappi Khorsandi

16:45 Summary & closing remarks

The Venue - Hilton Reading, Drake Way RG2 0GQ



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