

her BUSINESS NETWORKS

Hi Ladies

Are you up for some quality Inspiration, Motivation, Connection, Education and Networking? If so the February HBN event, which is on next Tuesday with Sarah Trotman is a must do!

As I want you ALL to attend I am offering an EXTRA SPECIAL OFFER - 2 can come for the price of 1. This SPECIAL is only available until 5pm Friday (19 Feb) so email me now on susan@herbusinessstga.co.nz

*Sarah Trotman of Bizzone is one of NZ's most successful business leaders and this event with its Q & A format will enable you to ask the questions you need answers to. Sarah is presenting on **Tuesday 23rd February, 5.30pm till 7.30pm at the Hamilton Ventura Hotel**. She is also giving away **an amazing \$2,000 Bizzone package** that will greatly enhance your business.*

Sarah is an experienced and highly successful business leader who has recently been described as an 'action woman who inspires others to achieve greater things' and 'an effective force for good for New Zealand business owners'. She will be providing an educational and inspirational presentation on her own business story and

Her Business Network February Event

Sarah Trotman - 'Her Story and a Q & A Session on NZ Business'

On Tuesday, 23 February 2010, 5.30pm - 7.30pm

At Ventura Hotel, 23 Clarence Street, Hamilton

Costs - EXTRA SPECIAL OFFER 2 for the price of 1

Network Members pay \$35 and Casuals pay \$45

To register email me now on susan@herbusinessstga.co.nz

Sarah is the Managing Director of Bizzone, business support specialists who are the organisers behind major initiatives supporting the business sector. The Business Expo, with over 13,000 attendees it's the largest event held for business owners and influencers in New Zealand, the Vero Excellence in Business Support Awards, conceived by Sarah to recognise individuals and organisations offering quality products and services to support and grow small business in New Zealand. In addition, Sarah has developed the Bizzone business support magazine – a dedicated business magazine focusing on the SME sector and distributed to 40,000 businesses New Zealand wide.

Sarah will be sharing her highly successful business story and host an interactive Q & A session on where Business is

host a Q & A session regarding where business is heading in NZ.

Regards

Susan

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Brand Booster

The Total Solution for Businesses in Today' Marketing World

Two Waikato companies have joined forces to provide a much needed service for businesses wanting to develop their brand within the new-age social media arena.

Marketing Stem and Positive PR have created a new product called "Brand Booster" which will allow businesses and brand owners to maximise the benefits of utilising social media and mixing this tactic with traditional marketing methods.

"Most small to medium sized businesses know that regularly maintaining web sites and social media avenues are very important to developing their brands but find they don't have the time or resources to do it," says Sheena Young from Marketing Stem.

"We have developed the solution which will provide brand owners with structured on going marketing maintenance combining a perfect mix of traditional and current methods for a set monthly fee," Young says.

"This will enable brand owners to have total peace of mind knowing their marketing is being managed professionally and there are not going to be any hidden costs on top of what they have

heading in NZ. This will be an educational and amazingly inspirational event with one of NZ's most successful business woman.

2010 Event Dates

Mark the following dates in your diaries now:-

- Monday, 15 March
- Tuesday, 27 April
- Tuesday, 18 May
- Tuesday, 22 June

Speakers / Presenters will be announced closer to the event dates.

Bloom Forum & Awards 2010

The fabulous 2010 Bloom Forum and Awards is being held at the Heritage Hotel Hobson Street, Auckland on Wednesday, June 23 and Thursday, June 24. This is two days of networking along with inspiring and motivational speakers, including Annah Stretton (Stretton Group), Jenny Morel (No8 Ventures), Mary Devine (Ezibuy), Susan Wood (Wood Communications), Corinne Callinan (Step Out Hosiery) and Liz Donnelly (Eardrops Journey).

Register before 1 May to receive the Early Bird Special pricing. For more information on Bloom go to www.hermagazine.co.nz or phone 07 889 4053

Her Magazine wants your Success Stories!

They are looking for ...

Entrepreneurial women establishing innovative and interesting businesses.

Women who have immigrated to NZ bringing expertise to the SME sector

Women who have overcome insurmountable odds to establish successful businesses

If you have an interesting story, or have a women in mind who does, please send a brief outline of the story to - hermag@strettonpublishing.co.nz

already budgeted," she says.

Philip Quay says it is vitally important for all business and brand owners to have an active presence in the social media field.

"Keeping web sites up to date is critical for credibility and we take on the responsibility of ensuring this occurs as well as giving businesses and brands a presence on such social media sites as Facebook and Twitter," Quay said.

"The web has changed the way people communicate and do business. Embracing social media and the internet is essential for the future growth of your business and customer relationships. It is better to be aware of the importance technology has in today's world rather than being paranoid of it.

"It is also important to ensure your brands' online reputation is accurate and well represented and communicates in a way your audience relates to," he said.

For further information please contact Sheena Young 0508 MARKETING or Phillip Quay (0274) 587 724

Information to share ...

If you have information (an event, special offer / opportunity, etc) you would like to share via this Newsletter please email the details to me at - hamilton@herbusinessnetworks.co.nz

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