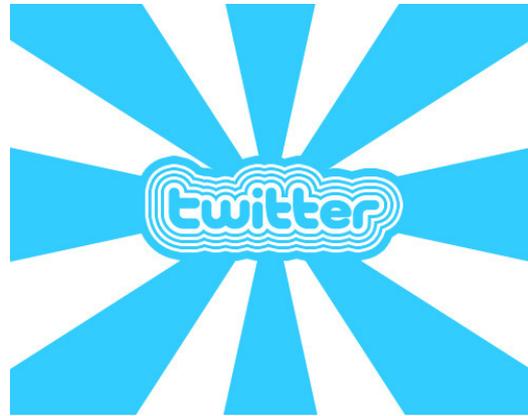


# BRISBANE WOMAN Workshop and Networking Evening - Tuesday 1<sup>st</sup> June



## **Networking on hyper drive – how to harness it for your business and brand building**

In this workshop we will delve into the world of Twitter and what it can *really* do to build your business and personal profile. Much more than a place where people talk about what they're having for lunch, Twitter expands on the age-old philosophies of networking ... and if harnessed strategically, can be the most powerful marketing vehicle available to small business owners.

This will be an informative, practical and engaging presentation for business owners wanting to find out what all the fuss is about ... and how to actually harness Twitter to produce tangible business results!

**You will come away from the evening with informative insights and practical strategies including how to:**

- build your personal and business profile
- target the audience you want
- build a strong community of potential clients, referrers and resources
- stay on message and use twitter effectively to market your business
- integrate Twitter with other social media platforms to maximise your efforts
- incorporate Twitter into your wider marketing strategy

## Our Presenter:



**Cat Matson** is a business CATalyst who ignites peak business performance. She loves connections – connections between ideas, people, resources – and she loves transforming those ideas into realities. To this end she created 'Fusion', where dynamic, savvy, funky and entrepreneurial business owners can spark ideas and fuel connections.

To fuel peak performance with her clients, Cat helps them with business problem-solving, strategic planning, marketing planning, social media integration and business coaching.

A 'Tweeter' since October 2008, Cat now has collected approximately 1200 followers, just by being herself (and never using a 'get more followers' program). She has built an extensive 'real-people' network of clients, professional colleagues and referrers that should would otherwise never have met. She is VERY excited about social media in general ... and Twitter is her favourite platform.

## Event details:

**Tuesday 1<sup>st</sup> June**  
**Arrive 6 onwards for 6.30 start**  
**Finish approx 9pm**  
**Only \$50 including finger food**

**Upstairs at The Pineapple Hotel**  
**705 Main Street**  
**(Enter via Park Bar on Baine St)**  
**Kangaroo Point**

*The number of attendees is limited to 40 ensuring maximum benefit to all participants. The interactive and fun speed networking component means you'll walk away with 20–40 contacts too! Build your business and meet some wonderful like-minded women.*

Each session will be an interactive, workshop- style format with a speed networking component. We want you to have fun and meet some inspiring ladies along the way. You'll leave with practical skills you can implement immediately into your work or business and a whole lot of new contacts too.

Our aim is to maximise your learning and help grow your business!

### **To secure your spot go to:**

[www.brisbanewoman.com/upcoming-workshops](http://www.brisbanewoman.com/upcoming-workshops) and scroll down to the **Buy Now** button. Phone Kylie for more information on 0407 276 759 or email [kylie@brisbanewoman.com](mailto:kylie@brisbanewoman.com)