Enterprising Women
Make A Difference
Conference

Friday 17 November 2006
9.30 – 4.30

The Innovation Centre
De Montfort University, Leicester

FREE CONFERENCE
Full day

Invaluable information - Inspiring speakers - Practical skills training - Great networking
Why the Conference?

“Enterprising Women Make A Difference” is a series of conferences across the UK celebrating the thousands of successful examples of women entrepreneurs across Europe and highlighting local business women with a positive story to tell. The conference focuses on the many examples of good practice by agencies such as the FATIMA Women’s Network, Emda, MEEM and First Enterprise and the European Commission. Flourishing Midlands business women will use their expertise and experience to outline best practice and tips for triumph against the odds. Inspiring and aspiring women will mix and mingle, networking to boost confidence, gain support and promote female entrepreneurship in rural areas.

The rate of female self-employment has more than doubled over the last 20 years and this probably under-estimates women’s contribution to enterprise in family businesses and co-ownership. Women start up one third of new businesses and own 13% of all businesses though there are just under half as many self-employed women as men (6.5% compared to 15%). Women’s participation in self-employment and business ownership is on a par with that of most northern European countries but lower than in the USA (38%). The majority of women who set up their own businesses are aged over 35 and most have family commitments with children.

Women starting or developing a business face multiple disadvantages including their marital status, lack of affordable and quality childcare provision, elderly dependants, restricted access to finance, lack of appropriate skills, poor role models, and often inappropriate business support from mainstream providers. However women from BME and Diverse communities find their situation exacerbated by all of the above plus racial discrimination based on the stereotyping of women from these communities. Yet in the Midlands there is a higher than average rate of start up businesses amongst BME communities but also a higher than average rate of failed businesses. A critical factor for business success and sustainability is accessing support from business development agencies. The challenge for many companies is identifying which ones best understand their needs, with many women preferring to seek advice from women run agencies. FATIMA strongly believes that women want both their social and economic needs addressed and this is why we advocate for an entirely new paradigm of business support for women, rather than the existing one merely being tweaked to fit both sexes.

The European Commission in the UK, the National Alliance of Women’s Organisations, the DIT and the FATIMA Women’s Network are working hard to encourage women to become entrepreneurs and provide support, information and skills to assist them as they go from strength to strength in their increasingly vital role in the economy and the wider community.

Outcomes

Workshop themes will be continued as part of ongoing business support in the region by the FATIMA Women’s Network and the new women’s resource centre. Local business networks will be strengthened and new ones forged. Participants will access key skills training to benefit their business.

The report of the conference will be available in the new year. A summary of all the conferences will be disseminated nationally, within Europe and internationally, to ensure that the voice of conference participants is heard by decision makers so that potential and existing women entrepreneurs are fully supported now and in the future.

Cost

Through generous support the conference is provided free of charge. Sponsorship has been given by the European Commission, National Alliance of Women’s Organisations, the FATIMA Women’s Network, Connections for Development, First Enterprise Business Agency, Leicester City Council, De Montfort University, Leicestershire Chamber of Commerce & Industry, Minority Enterprise East Midlands, Opaal Agency and Serene Communications Ltd.

Registration

Registration is open to women based in the Midlands who are considering or already running, or working within diverse enterprises. The registration form should be sent to conference@fatima-network.com T: 0845 331 2373. Due to limited numbers it is important to book early to avoid disappointment.

Deadline 14 November 2006
Are you a woman running your own business?
Are you thinking about starting up?
Are you doubting you can do it?
Are you working your way up the ladder?
If so this is your conference!
Loads of useful information, inspiring speakers, skills training and great networking opportunities

The conference offers
- Expert advice and guidance
- Information on opportunities
- Inspiring women speakers
- Tips and hints
- Excellent platform for networking

Who should attend?
Any woman, from every background, who is interested in beginning, developing or growing their own business or becoming more influential where they now work.

Workshops
The workshops are provided by trained facilitators and experts in their field. All workshops offer practical skills to help you in your business or career.

Format of the day
An exhibition offering networking opportunities and information from key providers begins the day. A plenary session with internationally acclaimed speakers covers the core issues with an opportunity for discussion and questions in a café style setting. Immediately followed by practical workshops and lunch with more chance to network and your second workshop. The day ends with the final plenary celebrating local business achievements and UK success, the conference close, followed by the ever-important networking and...cakes!

BME women often go into business because they can’t get a job that fits in with their family commitments. …discrimination is a major obstacle to growth for these women, especially access to finance.

Fulfilling a dream; getting the work/life balance right for me; being in control of my own destiny; making a difference; meeting the challenge; satisfaction of watching my business grow; building successful and lasting relationships; securing the future for me and my family – these are the reasons I have my own business.

Running my own business means I can have a better work/life balance. I know that when things go well it is through my own efforts which boosts my self-confidence, and learning from my mistakes helps me to run a tighter ship in the future.
Your presenters for the day

Conference Chair - Parvin Ali MBA
Founder and CEO of FATIMA Women’s Network, a serial entrepreneur and Board Member of the East Midlands Regional Development Agency leading on Business Support & Enterprise. Also a member of the East Midlands Regional Assembly and Vice Chair of the DWP Ethnic Minority Advisory Group. Last year Parvin made presentations to the OECD and the World Islamic Economic Forum and represents UK & Europe on the World Islamic Businesswomen’s Network Task Force. As Vice Chair of Voice East Midlands the regional Black voluntary sector partnership she leads on Social Enterprise issues and was invited to make a presentation on Social Enterprise by Ruth Kelly MP Minister for Women and the Dept for Communities & Local Government at the House of Commons Black History Month reception in October.

The European Vision – Glenis Wilmott MEP
Glenis succeeded the late Phillip Whitehead when he passed away earlier this year and is an active champion of women’s issues at a local and transnational level. She will be giving an insight into the current and future EU agenda and how this will impact on women and enterprise.

The UK picture - Zarin Hainsworth
Zarin set up her training and consultancy company in 1997 and has undertaken consultancy for a wide variety of public sector, commercial and voluntary organisations in the field of communications and diversity both in the UK, Europe, the US and Middle East. Zarin is Chair of the National Alliance of Women’s Organisations, sponsors of this conference and will give an overview of the work for women in enterprise in the UK.

Getting the Best from your People - Melanie Allison (Embankment Associates)
WARNING - Excluding the most talented people seriously damages your business.
Our clients are global leaders – at Board and senior management level – finding new ways to sharpen competitiveness, customer service and their definitive edge. Their problem : tapping into value-added from high-quality diversity leadership where top leaders are true diversity champions. Our solution : the Leadership Learning Ladder© – integrating strategic leadership of diversity into day-to-day sustainable business practice. Our unique interactive toolkit - developed over 10 years – enables leaders to navigate real-life challenges with straightforward, practical, jargon-free methods that swiftly transfer competence and confidence. Building tomorrow’s diversity champions, today. www.embankment.biz.

Challenges Facing Diverse Women in Business
by Parvin Ali MBA (Opaal Agency)
The Opaal Agency provides a quality training and consultancy service for all sectors and is particularly skilled in the area of organisational and personal development for women and organisations from the diverse communities. Associates have also worked internationally with the corporate sector and nationally with the NHS, local authorities and CVSs. She can be contacted on info@opaalagency.com

Strategic Planning - Sheena Matthews (What works ltd?)
What works ltd is a small company that specialises in executive and organisational development. We passionately believe in the power of ordinary people to do extraordinary things. We work with organisations to unlock human potential and to remove those blocks and barriers that limit success. The company was founded in 2005 by Sheena Matthews who has a lifetime’s experience in working with government institutions, large
corporations, small voluntary organisations and in over 30 countries. Sheena's interest in working with successful women started in the 1980s and hasn't stopped since. You can contact her on sheena@what-works.co.uk

**Marketing for Success** - Nicholas O'Mahoney (on behalf of FATIMA Women's Network). A member of the Institute of Marketing with over 16 years experience in the field. www.fatima-network.com

**Effective Networking** - Serene Communications

Serene Communications specialises in consultancy and training to help you communicate better and has worked with clients ranging from large government departments to small voluntary organisations across the UK and internationally. This workshop will help you understand PR and provide skills in how to raise the profile of your business and use every meeting effectively.

**Top Tips for Finance for SMEs** by Meher Sarkari (Opaal Agency)

The Opaal Agency provides a quality training and consultancy service for all sectors and is particularly skilled in the area of organisational and personal development for women and organisations from the diverse communities. Associates have also worked internationally with the corporate sector and nationally with the NHS, local authorities and CVSs.

For more information contact info@opaalagency.com

**The Midlands Experience** – the story of a local female entrepreneur

Tehsin Aslam Managing Director of Abacus Will Writers

A single parent Tehsin moved from London to set up her business in Leicester as she saw more potential for growth in the Midlands.

**What Europe can offer** - Sarah Lambert

Sarah Lambert is Head of Political Section and Deputy Head of the European Commission Representation in the United Kingdom. She promotes awareness of the policies and institutions of the European Union among political and regional administrations, businesses and local organisations.

She joined the Commission in 1996 as Press Spokesman for Commissioner Neil Kinnock, before moving, in 1999, to the communications unit of DGMARKT. Before joining the European Commission she worked as a journalist for Reuters and The Independent in London, the US, Paris and Brussels.

**Women Making a Difference** – Zarin Hainsworth

Zarin set up her first company when at university and has had enterprises in the field of communications, dance and theatre ever since. She is married with four children and is active in the community at local, national and international levels including being the Chair of NARCO, a Board member of UNIFEM UK and on an advisory board to the DTI. She lives in Stroud and is an active member of the local business community. This presentation will focus on the entrepreneurial spirit needed in business and community life.
The National Alliance of Women’s Organisations (NAWO) vision is a world where all women are able to participate in and influence the decisions that impact on their lives. NAWO promotes women’s human rights with a special focus on gender and Europe by lobbying and campaigning on policy issues; building bridges between organisations; providing opportunities to network and developing the capacity of women’s organisations so that the voice of women will have greater impact on policy development and implementation at national and European levels.

FATIMA Women’s Network is a BME led social enterprise working with all women but particularly those from BME and Diverse and disadvantaged communities to be socially and economically empowered through dynamic support initiatives in health, finance and enterprise.

I would like to thank you for the help and advice you have given me to set up a fashion and accessories business… I have so many contacts now.

Just to say that FATIMA really made a difference…

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Programme

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09.30 - 10.00</td>
<td>Registration, Coffee and Networking</td>
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<tr>
<td>10.00 - 11.00</td>
<td>Plenary, Welcome and introduction</td>
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<tr>
<td>11.00 – 11.15</td>
<td>Coffee &amp; networking</td>
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<td>11.30-12.30</td>
<td>Workshops:</td>
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<td>1. Looking After Your People</td>
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<td>2. Challenges Facing Diverse Women in Business</td>
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<td>3. Strategic Planning</td>
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<td>4. Marketing to Win</td>
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<td>5. Effective Networking</td>
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<td>6. Top Tips for Finance for SMEs</td>
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<tr>
<td>12.30 – 1.30</td>
<td>Networking lunch</td>
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<tr>
<td>1.30 – 3.00</td>
<td>Workshops – 1–6 as in the morning</td>
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<tr>
<td>3.00 – 4.00</td>
<td>Plenary, The Midlands experience with local female entrepreneur</td>
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<td>4.00 – 4.30</td>
<td>Coffee &amp; Cakes (made by local entrepreneurs) &amp; networking opportunities</td>
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The European Commission has offices, called Representations, in all the Member States of the European Union. The UK Representation is in London but there are also Offices in Belfast, Cardiff and Edinburgh. Their chief duties are: speaking for the Commission as its voice in the UK which includes providing background briefings for the media as well as on-the-record comment on issues relevant to the Commission; reporting back to the Commission in Brussels on political, economic and social developments in the UK; and providing information about the European Union across the UK through recognised outlets such as public libraries, business advice centres and education services. They can be contacted at http://ec.europa.eu/unitedkingdom. The EC has collaborated with NAWO on a number of occasions most recently on a very successful conference at the Department for Trade and Industry on women in decision making. The EC is happy to provide further opportunities to women entrepreneurs to develop skills and gain access to European markets in addition to providing more information about Europe in general.

I would like to thank you for the help and advice you have given me to set up a fashion and accessories business… I have so many contacts now.

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# Registration Form  
**Deadline: 14 November 2006**

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**Morning**

I would like to attend workshop number:
- [ ] First choice
- [ ] Second choice
- [ ] Third choice

**Afternoon**

I would like to attend workshop number:
- [ ] First choice
- [ ] Second choice
- [ ] Third choice

I require disability access:  
Please state requirements:

I require a special diet:  
Please state requirements:

Completed registration form should be posted, faxed or emailed to:  
**Post**  
FATIMA Women’s Network, The Innovation Centre, Oxford Street, Leicester, LE1 5XY  
**Tel**  
0845 331 2373  
**Fax**  
0870 005 2608  
conference@fatima-network.com

A cancellation cost of £25 per person will be applied for non-show or cancellation after the deadline of 14 November.

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- Running my own business has given me the opportunity to shine at what I do best!
- Helping people feel better makes me feel good too! Freedom to choose my hours, my holidays, being able to collect my son from school and feeling proud of what I have achieved with my own initiative.
- Running my business fills me with passion every day – I simply love working with small business owners and driving their business forward to success. I wouldn’t give it up for the world!
- My business is like the never ending opening of a fascinating gift. Each layer of wrapping is my new business idea, to be explored with interest and enthusiasm.
- Having my own business means I stand or fall by the quality of work I produce and the service I provide. I can’t hide behind a corporate identity; I’m not tied to corporate policies I don’t agree with. My clients have a relationship with a person, not an anonymous company. I AM my company.
There can be no real benefits unless there are real choices. For women their inequality has always stemmed from their social choices being pre-determined by their extremely limited economic ones. That is why the focus on both social and economic empowerment is central to FATIMA because one underpins the other.

Parvin Ali, CEO & Founder FATIMA Women's Network

The role of women in the economy has not been well understood and the Beijing Platform for Action in 1995 called for a radical re-thinking of this role. Women owned businesses make up a huge proportion of the world’s businesses and with most people employed by SMEs this means that women entrepreneurs are vital to the economy nationally and globally.

Zarin Hainsworth NAWO