

WEC nnect INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity

WBE Council 2015

Gill Thorpe – Chair of WBE Council



WECconnect

INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



Why the WBE Council?

Since I certified in 2011 – amazing events, seminars, meet the buyer sessions, mentoring, academy pilot and, we've won business from both corporations and WBE members.

*How much feedback do you get from the WBEs?
Can we help to drive that feedback?*



WECconnect

INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



Key Purpose

Help drive business - corporate to WBE, corporate/1st tier to WBE, WBE to WBE – increase the success stories

Raise our voice together – Maggie can only do so much – more ambassadors for diversity

Data is power and frankly there is not enough of it! Can we build some really insightful data to share and drive further success?

WECconnect

INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



Strategy meeting January - very much early stages

The Council have had an initial brainstorm and three areas where highlighted - we will share with you following the strategy meeting - themes being considered

“Winning together”

“Ambassadors for diversity”

“Success drives success”

Watch this space...



WECconnect

INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



Who are the WBE Council?



Gill Thorpe



Tina Freed



Sally Ormond



Ishreen Bradley



**Mindy
Gibbins-Klein**



Farida Gibbs



Julie Watling



**Olu Joseph-
Asikhia**



Carolyn Pearson



Miriam Dervan



Anne Stokes



Sarah Davis

WEConnect

INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



Today is about making great connections!

Take the opportunity today to talk to lots of people – connect today – follow them up tomorrow!

If this is your first WEConnect International event my tips are:

- Make connections
- Go away and do your research
- Find the opportunity to add true value?
- Get their attention
- Be patient, be polite and be clear



WECconnect

INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



I connected with Caroline & Janene after conference, I sent them a Sourcing Team Pink pack, I arranged a meeting.

Caroline & Janene also did some research, finding a possible opportunity in talent recruitment – connecting me to the lovely Ashley. We had a chat and Ashley connected us to his agency, we met, we presented and they ultimately, gave us a brief. After a little back and forth we won the business!

It worked because Caroline & Janene listened, they found an opportunity and they made the “connection”.

Thank you!

Last year I met two lovely ladies from Enterprise!



WEConnect

INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



Data is power!

WEConnect International Enquiries – 377

Converted to customer – 19

Number of orders – 108

Total sales value – £383,953.00

Feedback your success to Maggie!

Since 2011 we have worked with Intel, AT&T, IBM, Accenture, Enterprise, Clifford Chance, Wyndham Worldwide, Pfizer and linked into 1st tier suppliers and we've done business some of the amazing women owned businesses in the room – GibbsS3 our first client through WEConnect International.

And we are doing business with two WBEs Sally - Blair Copywriting and we've outsourced our marketing to Noreen - Market Accents.

WEConnect

INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



Finally, a personal thank you!

WEConnect International has really changed my outlook and confidence. I am connected to so many inspiring women in business and, men and women dedicated to supporting diversity from within their corporations.

That's why, we all on the WBE Council want to help WEConnect International and other women in business.



WECconnect

INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



This is all about connecting with people, sharing our knowledge and connections to help us all succeed.

“You can do what I cannot do. I can do what you cannot do. Together we can do great things.”

- Mother Teresa

