



WIEF WOMEN ENTREPRENEURS Strategic Workshop

28-30 Aug 2018 | Tamu Hotel & Suites, Kuala Lumpur, Malaysia

PROGRAMME

“Growing Your Business - Mobility Opportunities”

DAY 1 | 28th August 2018

12:00pm - 5:30pm	Industrial visit
5:30pm	Hotel check-in
8:00pm - 10:00pm	Ice Breaking Dinner Objective of the Workshop <ul style="list-style-type: none">◦ What is expected from you to make the camp a success◦ Some do's and don'ts

DAY 2 | 29th August 2018

	Breakfast
8:30am - 9:00am	Registration
9:00am - 9:30am	Opening Ceremony
9:30am - 10:30am	It's All About Business - The Challenge Ahead <ul style="list-style-type: none">◦ Appreciating the business and its environment◦ Application of VUCA model (Volatility, uncertainty, complexity and ambiguity of general conditions and situation) vis a vis to your business.◦ Growing your business
10:30am - 10:45am	Tea break
10:45am - 12:00pm	Assessing Your Business Model <ul style="list-style-type: none">◦ Where you are now - are you on the right track?◦ Relook, rethink and / reinvent your business model
12:00pm - 1:00pm	Creativity & Innovation <ul style="list-style-type: none">◦ The Key to Growing Your Business◦ Understanding creativity and innovation - the different perspectives◦ Can creativity and innovation be learned / acquired - can they be taught?
1:00pm - 2:00pm	Lunch and networking
2:00pm - 3:30pm	Visual Thinking* - The Toolkit to Solve Problems, Sell Ideas & Innovate with Pictures The tool we will be using is the conceptual swiss army knife. <ul style="list-style-type: none">◦ What is and why?◦ Vision - The process and how it works
3:30pm - 3:45pm	Tea break
3:45pm - 5:30pm	Health & Stress Management If you can't manage stress, you're risking your health for serious conditions like heart disease, obesity, high blood pressure and depression. Staying healthy while growing a business must go hand in hand
6:30pm - 7:30pm	Dinner
8:00pm - 10:00pm	Marketing & Networking for Business Success The future of marketing and networking is unlimited. The speaker will share the secret to optimising your profit through marketing. Her creative networking strategies will help boost your confidence and develop your networking circle

DAY 3 | 30th August 2018

Breakfast

9:00am - 10:30am	Social Media & Digital Marketing It's not advisable to eliminate social media marketing and digital marketing in your business strategies because they can do wonders for your business growth. The speaker will share the latest trends in social media and digital marketing for entrepreneurs to stay ahead in the game
10:30am - 10:45am	Tea break
10:45am - 12:00pm	Success Stories A successful entrepreneur will inspire and share relevant, valuable tricks, tips and tools to help your business grow
12:00pm - 1:00pm	Your Growth Phase - Slice it Right with <6><6>!
1:00pm - 2:00pm	Lunch and networking
2:00pm - 3:00pm	Your Growth Phase - Slice it Right with <6><6>!
3:00pm - 4:00pm	Presenting Your Growth Strategy
4:00pm - 4:15pm	Tea break
4:15pm - 4.45pm	Presenting Your Growth Strategy
4:45pm - 5:30pm	Financing Options - Funding Your New Opportunity Identified in your growth phase <ul style="list-style-type: none">◦ how much is required?◦ funding sources - options to consider
8:00pm - 10:00pm	Closing Ceremony Dinner & Certificate presentation

DAY 4 | 31th August 2018

Breakfast

12:00pm - 2:00pm	Hotel check out
------------------	------------------------

Note: The WIEF Foundation reserves the right to make changes to the event programme. If necessary, changes may be made to its content, method and organisation before or during the event, insofar as these changes do not substantially diminish the described benefits of the event for the participants.

