



Small Business Banking



Small Business Banking



The Business Development Agency

WOMEN IN BUSINESS CONFERENCE 2011

THEME

“Women Prospering through Digitization, Informatization and Interculturalization”.

Admission:

8:00 – 9:00 am	Registration and Networking
9:00 – 9:15 am	Greetings and Opening - Andrea Graham - BDA
9:15 – 9:30 am	Greetings - Scotiabank's Small Business Banking
9:30- 10:30 am	Introduction to Digital Economy & Its Role in E- Business Development
10:30 –11:30 am	Understanding Digital Communication through Digital Formatting
11:30- 12:00 noon	BREAK
12:00 - 12:30 pm	E- Business Research for Developing Your E-Commerce Model
12:30-1:00 pm	Step by Step-Building your E-Business Site
1:00-2:00 pm	Lunch
2:00-2:30 pm	Content Security, Digital Copywriting, Intellectual Property and Plagiarism
2:30-3:00 pm	Using On Line Shopping Malls to Set-Up or Grow Your E-Business and Exploring E-Collection sites options
3:00- 3:30 pm	Social Medias & Search Engine Optimization Strategic Tools in Digital Business Growth
3:30-4:00 pm	Creating Wealth Using Existing E-Businesses Sites
4:00-4:30pm	Multilevel Marketing Strategies- A Powerful Tool for E-Commerce
4:30 -5:00pm	Fusion –E-Marketing- A Collaborative way to E-Business growth



The Business Agency/Scotia Small Business Banking

Women in Business Conference 2011

Date: June 29th, Medallion Hall Hope Road Kingston

Contribution \$1000.00

Conference Theme:

“Women Prospering through Digitization, Informatization and Interculturalization”.

Setting up an On-line Business

Or

Putting your existing Business on Line

Set up an online business by figuring out what product or service to sell, finding out about competition and researching the industry for trends. Get marketing information on a business before setting it up on the Internet with advice from an Online Business Professionals.

Who should attend?

If you want to fulfil your dreams of owning your own successful Internet Business, or you would like to improve your business' utilisation of the Internet, make sure you attend this year's Women in Business Conference.

Past Conference and Expo Highlights



Minister Pernell Charles viewing Exhibits, Digicel Booth and section of the attentive audience

Call **Andrea Anniegee Graham (908-2648)** or **Sandy West (906-3069)** for more information on how you can be a part of this Women in Business Expo and Conference as you learn about the Digital Economy and do Business On-line.

Book your display Space Now and Exhibit your Goods or Services

Corporate Rate
Table Space
\$15,500.00

Inclusive of lunch and coffee break for two.

Small Business
Table Space
\$8,500.00

Inclusive of lunch and coffee break for one

Micro Business
Table Space
\$6,500.00

Lunch on your OWN

This is an excellent avenue to display Goods and Services to Women in Business

- **Networking**
- **New business opportunity**
- **Get better mileage for your business online**

