

Attend Alberta Women Entrepreneurs'
Innovative Approaches to Success
Annual Conference | April 21-23, 2010
Fairmont Hotel MacDonald, Edmonton, AB



Been in business for years? Or just starting out? No matter where you are in your business life cycle, innovative strategies are always needed. If you would like to learn about growth resources and strategies, discover innovative tactics to realize those strategies and develop an executable growth plan Alberta Women Entrepreneurs invites you to attend the premier Canadian event for established female business owners to learn how to grow their businesses and expand their profitability.

Innovative Approaches to Success is packed with information you need to understand and overcome your business growth obstacles. This two-day event includes innovative marketing **strategies and tactics**, entrepreneurial success stories, **connections** with entrepreneurs **focused on business growth** and inspirational keynote speakers.

Innovative Approaches to Success offers an array of experts who understand the challenges you face. With expert panels, roundtables and presentations as diverse as your business needs, this event offers you immediate solutions for your current business issues. Speakers include Manjit Minhas of *Mountain Crest Spirits* and *Minhas Creek Brewing Company*, a 30 year-old dynamic entrepreneur whose business has achieved annual revenues in excess of \$11 million in a challenging market with strategic pricing and effective marketing and advertising techniques.

Each day will end with a facilitated session to create individual action plans based on what you have learned each day. Your peer group will offer opinions and solutions from their own experiences – it's like having your own two-day advisory board!

Register today for early-bird pricing (until March 14, 2010): \$500 + GST. After March 14, 2010: \$600 + GST. To register or for more information visit www.awebusiness.com and click on conference.

Program at a Glance

Wednesday, April 21st

Connections: Opening evening reception

Thursday, April 22nd

Opening Entrepreneurial Success Story: Manjit Minhas

AM: Marketing Strategy

PM: Connecting to Profit Panel

Friday, April 23rd

AM: Growth Tactics

PM: Ask an Expert Roundtables

Closing Entrepreneurial Success Story