



## Knowledge is the key



Throughout May the everywoman community have been providing us with some great articles, and there's been really useful discussions and advice offered on the [everywoman Network](#).

Knowledge is key in moving your business forward. There's plenty of events out there both nationally and locally to boost your business acumen and help build business contacts. Take a look at some [local networking events](#).

### Promote Your Business

[Antonia Chitty](#), founder of ACPR, will be hosting a 'Promoting Your Business' masterclass at **The National everywoman Conference on Thursday, 18 November**.



Here's some of Antonia's [top tips](#):

- Promoting your business needs commitment
- You can do it yourself: PR is not complicated
- Be realistic about your weak areas

[Find out more about the Conference](#)

[Get networking](#) with fellow Conference attendees now at the [everywoman Network](#)

### everywoman in the News

There's been a lot of talk about equal opportunities for women in business recently.



A BBC Two documentary, 'The Trouble With Working Women', investigated a number of issues faced by working women, but failed to address the key point - if things don't change where will UK business be in 30 years time?

[Read our response to the documentary](#)

Meanwhile, [everywoman](#) Training Director Toni Eastwood was interviewed by Training Journal to discuss why women find it hard to find promotion into Director roles within companies.

[Read the article here](#)

### Townsend's Top Tip

Congratulations to **Heather Townsend** whose contribution to May's everywoman **Network Awards** was voted [best business tip](#):



"Instead of asking for 30 days payment

### From Bedrooms to Boardrooms

New research released by BT Business reveals that over half (55%) of employees have been working from home more often since the financial crisis began, with the majority (88%) citing the need to save money as the main reason.

For more information and to download a free

terms (and getting paid 60 days), ask for 14 days payment terms (and get paid in 30 days)!"

[Read more top tips on the everywoman Network](#)

guide about how your business could benefit from enabling home working, [visit BT Insight](#).

[Discuss working through the credit crunch at the everywoman Network](#)

## Nominate Today

Nominations are open for our annual **NatWest everywoman Awards**. What better way to support women in business than to recognise those female entrepreneurs that are really making waves in 2009. [Don't delay, nominate today!](#)

[Find out more about the NatWest everywoman Awards 2009](#)

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There's just a couple of days left to nominate in the **Specsavers everywoman in Retail Awards**.

[Nominate now](#)

## Are You Wonder Woman?

Are you a Penelope Pit-Stop or a Wonder Woman? Or perhaps you're more of a Betty Boop?



There's only one way to find out - come along and join our running team in the **Adidas 5k Women's Challenge** in Hyde Park on Sunday, 6 September. [There'll be all types of runners joining us!](#)

Not only will it be a great chance to network with fellow women business owners, but we'll be raising vital money for Refuge, our charity partner.

[Find out more](#)

## Transport & Logistics' Finest

We recently held our first awards ceremony of the year - [The MAN everywoman in Transport & Logistics Awards](#). Elaine Miller was named Woman of the Year at the inspirational event, compered by Ruby Wax.



[Take a look at the 2009 winners and finalists](#)

## Calling All Business Mentors

Are you an experienced business coach, mentor or advisor?

By volunteering with everywoman, not only can you help out in your local community but you could inspire and further the careers of women right throughout the UK.

[Find out more about becoming an everywoman business mentor](#)

## We Mean Business

Business Link will be hosting a women's networking event at The Mayfair Hotel, in London on Thursday, 18 June.

The event will give you a great chance to develop your networking skills, while meeting fellow female entrepreneurs.

everywoman will be exhibiting on the day, so make sure to come and say hello at our

## Free Cash Flow Report

### Advice and Insights from Successful SMEs

NatWest recently commissioned Ipsos-Mori to undertake independent research on SME survival strategies. The result - 'Business Intelligence 2009: Cash Flow' is available to **everywoman** members and shares how innovative strategies can help to



stand!

[Find out more about the We Mean Business event](#)

improve cash flow.

To find out more and request your free copy of the report, [click here](#)

**Contact everywoman** Tel: 0870 746 1800 Address: 17 Wootton Street, London, SE1 8TG

**everywoman is supported by**

**NatWest** lead the way as pioneering banks for female enterprise. The NatWest Women in Business service offers a network of locally based Ambassadors, dedicated to supporting the needs of female entrepreneurs. We recognise the contribution that female business owners make to the economy and are proud to work with organisations that promote women's enterprise. For more information, visit [natwest.com/business](http://natwest.com/business).

**IBM** is proud to be working with **everywoman** to bring expert advice and technology solutions to women who are starting and growing their own businesses. Uniquely, IBM has created IBM Express Advantage offerings specifically to help growing businesses access the critical business and technology capabilities required to innovate and win. IBM Express Advantage offerings combine hardware, software, services and financing in competitively priced, prepackaged solutions designed specifically for small and mid-sized businesses. For more information on IBM's support for Small and Medium businesses please visit <http://www.ibm.com/businesscentre/uk>

**BT BUSINESS:** BT Business works with over 1.1 million small to medium sized companies across the UK, providing a range of IT and communications support. This ranges from telephony services, mobile technologies and web-based services, through to IT support and advice on how to develop a full-blown e-business strategy.

The services are designed to look past headline offers, creating solutions that deliver real benefits and value for money. Combined they help take the hassle out of IT and communications, allowing small business owners and managers to do what they do best and manage their businesses.

For more information on how BT Business can help your business, please go to <http://businessclub.bt.com>

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