EQUALS GLOBAL PARTNERSHIP

BUSINESS & LEADERSHIP COURSE FOR WOMEN IN THE TECH SECTOR

#EQUALSinTech

Session # 10: Marketing and Communications Strategies
31 July 2019
16:00 - 17:00 GVA time

Hosted by ITC and BPW
Session Objectives: Presenting tips on leveraging social media for marketing

Proposed Agenda:
I. Guest Presentation and Follow-up Assignment Instructions (40 min)
II. Q&A (10 min)
III. Closing Discussion (5 min)

Questions from the Audience:
- Please type your question in the chat box, including your name and organization.
- If time does not allow your question to be answered during the session, the moderator will send it to the guest speaker to respond in writing.
Introducing Naomi

WE CREATE REMARKABLE COMMUNICATORS

Naomi (Merz) Price
Vice President Global Accounts | Communication & Presentation Skills Training-Sales-Tech-Executive-Mandel Communications
Denver, Colorado • 500+ connections • Contact info

Mandel Communications
University of Nebraska-Lincoln
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<th>Course 1:</th>
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<td><strong>Women's Economic Empowerment and Entrepreneurship in the Digital World</strong>&lt;br&gt;Provides context for women and girls interested in starting a tech business: importance of women's economic empowerment, entrepreneurship, and leadership for growth, prosperity, and development.&lt;br&gt;&lt;br&gt;31 October 2018</td>
<td><strong>Turning an Idea into a Tech Business</strong>&lt;br&gt;This webinar will provide an overview for women entrepreneurs as well as women working in technology companies on how to create a strategic business plan.&lt;br&gt;&lt;br&gt;19 December 2018</td>
<td><strong>Strategic Management</strong>&lt;br&gt;This webinar will help women identify the direction of their business, connect to new opportunities, and address challenges in starting their new businesses. Participants will learn how companies create and maintain value, how firms are organized, how the decision-making process works. There will also be a focus on promoting gender-responsive practices to develop women as leaders in tech companies.&lt;br&gt;&lt;br&gt;30 January 2019</td>
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<td><strong>Interpersonal Communication</strong>&lt;br&gt;Participants will learn how to use leadership skills to work more effectively with others. It will provide an overview on communicating with others, how to develop trust, coaching, negotiate effectively and influence others, conflict management, and managing and leading change.&lt;br&gt;&lt;br&gt;12 February 2019</td>
<td><strong>Foundations of Leadership</strong>&lt;br&gt;In this webinar, you will learn about the aspects of everyday leadership: value creation, manage people, decision-making processes, team motivation, and understand why and how leadership skills are so critical to organizational success.&lt;br&gt;&lt;br&gt;26 February 2019</td>
<td><strong>Obtaining a Loan from a Commercial Bank and Maintaining Finances</strong>&lt;br&gt;This webinar will provide insight on how to approach banks for financing your business and will also discuss intelligent strategies for women entrepreneurs doing finances for their business. Also highlighting services offered by banks.&lt;br&gt;&lt;br&gt;27 March 2019</td>
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<td><strong>Creating Pitch Decks and Obtaining Impact Investment</strong>&lt;br&gt;This webinar will discuss how to pitch a tech business as well as strategies and new opportunities for securing impact investment.&lt;br&gt;&lt;br&gt;24 April 2019</td>
<td><strong>Negotiating Contracts</strong>&lt;br&gt;Understand the basics of contracts, with a focus on contracts that are most relevant for SMEs in developing countries. This webinar will broadly explain the key terms SMEs must think about when negotiating contracts, including the price and currency of payment; what happens in case of non-performance; how to terminate the contract, governing law, and dispute settlement.&lt;br&gt;&lt;br&gt;29 May 2019</td>
<td><strong>How to Digitize your Business and Maximize User Design/Experience</strong>&lt;br&gt;Learn the basics for creating a website to showcase your business, with a specific focus on businesses operating in the tech sector.&lt;br&gt;&lt;br&gt;26 June 2019</td>
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Your babies are BEAUTIFUL!
Your ideas are BRILLIANT!
Course 10:
Marketing and Communications Strategies
This webinar will help women in tech focus on leveraging new digital technologies and social media to produce effective marketing campaigns.

31 July 2019
Where we’re going today

networking
Where we’re going today

1 networking

2 mindset
Where we’re going today

1. networking
2. mindset
3. technology
Connect the dots

networking
Having a GENUINE interest in helping others
Have a plan

Respect their time
Help them help you
Follow up with THANKS
Connecting is good for all
Think of networking as a sport
Introducing Luke

Luke Wyckoff EMBA · 1st
Chief Marketing Officer at Social Media Energy, Keynote Speaker, Author
Denver, Colorado · 500+ connections · Contact info

Highlights

190 Mutual Connections
You and Luke both know Charles Welsh, Thomas Frey CSP, and 188 others

Reach out to Luke for...
Advising companies, Joining a nonprofit board, Paid consulting.
Message Luke
1 networking

2 mindset

Think and act like a business owner
Recognize the value of your time
No sales... NO SURVIVAL!
Celebrate your successes
Get up when you fall down
Leverage tech to make money

1 networking

2 mindset

3 technology
Types of social media “posts”

- Go LIVE
- Stories
- Video
- Text with custom graphics
- Text only
Sample post topics

- Thought leadership
- Success stories
- Featured partners
- Customer highlights
- Community service
- Employee spotlights
- Contests
- Holidays
- Products / services
- Reposts
- Calendar / events
- Humor (appropriate)
What we covered

1. Networking
2. Mindset
3. Technology
Q&A
Recommended read:

The Fine Art of Small Talk:
How To Start a Conversation, Keep It Going, Build Networking Skills -- and Leave a Positive Impression!
by Debra Fine

CLICK HERE for Debra Fine's website
What's your FINAL assignment?

1. Develop a social media post.
2. Choose one action you will take.
3. Decide how you will celebrate!

DEADLINE: 23 Aug. 2019
Please stay in touch!

Click this link to connect!

Naomi (Merz) Price

Click this link to connect!

Luke Wyckoff EMBA
Our closing challenge to you
For any course-related inquiries, please contact: womenandtrade@intracen.org
(using subject line: “EQUALS Business and Leadership Course”)

For any questions about the EQUALS Global Partnership, please contact: equals@itu.int

Thank you!
THANK YOU !