

ALIQANTUM

NETWORKING FOR WOMEN IN BUSINESS

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Tuesday, 14 April 2009

3:00 - 5:00 p.m.

Premier Inn

Binnacle Way, Port Solent, Portsmouth PO6 4FB

Networking Confidence and Success

**ARE YOU GAINING THE MOST FROM
YOUR BUSINESS NETWORKING?**

**This is our Launch Event in the area and it's
FREE!**

This month we share knowledge and experience with you to help you gain the most from networking for business.

We will help you put on your 'metaphorical Purple Hat' by covering:

Networking - the basics

Top Tips for Networking



Laura Swetman

***Why not COME ALONG AND BRING A FRIEND
who would benefit from gaining knowledge about how
to network effectively for business?***



ORDER OF BUSINESS

Registration, Tea and Coffee
Informal networking
Welcome, domestics and introductions

Guest Speaker:
Networking In the round
Open 1:1 session
Business Card Prize Draw
Meeting Review and Close

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The ALIQUANTUM Purple Hat

Networking can be one of the most positive marketing tools for your business, but the success you achieve through networking is dependent on a number of factors with one of the major contributors being confidence in a networking environment - whether that is in a mixed or women only networking group.

The ladies who attend ALIQUANTUM do so to provide themselves with the opportunity to market their business by word of mouth. But that's not all that they gain from attending ALIQUANTUM as we provide ladies with the opportunity to incorporate the ethos of the metaphorical Purple Hat as a "secret weapon" in their arsenal of networking skills.

Networking successfully is not only about understanding the 'unwritten' rules of networking, whether you are networking in a mixed environment or networking in a group for women, it is also about confidence. At ALIQUANTUM we provide ladies with an environment that enables them to network in a structured but friendly, relaxed and pressure free situation that not only facilitates building business relationships but also enables support mechanisms to be established - and gain confidence about their networking abilities.

Our ethos is based around our values of honesty, integrity, respect and trust and, from that, comes a friendly atmosphere where there is a lot of laughter and a bit of fun. Of equal importance at ALIQUANTUM is that the ladies who attend feel comfortable and confident whilst networking.

Our founder, Laura Swetman, gave a lot of thought to the issue of confidence - especially as she has met so many talented, articulate, capable and successful business women during the years she has been networking and, of course, continues to meet through ALIQUANTUM, who told her that confidence is always an issue when they are networking.

Inspired by a lady called Erma Bombeck, who sadly died in 1996, Laura took the stages of development of a woman, written by Erma Bombeck (www.agilityability.com/erma_bombeck.htm), and turned that into the development stages for networking for women in business. This is presented at ALIQUANTUM once each year to give everyone the opportunity to take some positive hints and tips away to improve their networking skills at any networking event they attend.

The Metaphorical Purple Hat has also become the symbol of membership of ALIQUANTUM - Networking for Women in Business as each of our members are presented with a lapel badge in the shape of a purple hat to signify their association with this fast growing networking group for women in business.

*Remember - Networking events are like Oysters
You never know which one contains the pearl!*



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