

# Women Entrepreneurz Conference 2003

Lady'sCARD

## STRATEGIC BRANDING: A PROFESSIONAL'S OUTLOOK

- Positioning your Company
  - Differentiate Yourself from your Competition
  - Managing Business Continuity
- Ms Norliza Kassim, Managing Consultant: Molecule Consulting  
Chairperson for Singapore Women in Technology Association (SWIT, a div. of SBPWA)

## BUILDING YOUR BUSINESS: AN F&B's SAY

- Relationships between Strategy, Capability, Customers and Resources
  - Drivers of Productivity, Innovation and Entrepreneurialism
- Mrs Serene Sorenson, Founder & Managing Director: TeaSpa  
(Herbal Philosophy Pte Ltd)

## CRITICAL MARKETPLACE NOT SPECIFIC MARKETSPACE: SHARES A RETAILER

- Building a Niche Focus for Distinctive Needs in the Marketplace
  - Developing A True Customer Focus
- Ms Cindy Goh, Founder: Club Jewel Pte Ltd

## STRATEGIES FOR A CHALLENGING ENVIRONMENT: AN INSIGHT INTO EDUCATIONAL ENRICHMENT

- Analysing Business and Industry Trends
- Leveraging Core Competencies
- Flexibility in Decision-Making

Ms Angeline Tan, Director and Founder: The Mapping Pte Ltd

Registration is on a first-come-first-served basis. To register, please complete this form and fax to Asia Events at 6245 9808 or email Serene at serene@asiaevents.com.sg

Cardmember's Name \_\_\_\_\_ Tel \_\_\_\_\_

Email \_\_\_\_\_ Fax No. \_\_\_\_\_

No. of participants \_\_\_\_\_ Total amount to be charged to the UOB Lady's Card \$ \_\_\_\_\_

UOB Lady's Card No. 

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Card Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

Date: 7 June 2003 (Saturday) \_\_\_\_\_ Date \_\_\_\_\_

Time: 2.00pm - 5.30pm

Venue: Grand Plaza Park Royal (Ballroom 1, Level 2)

Asia Events will confirm your registration by 3 June 2003. The session time indicated here is subject to change at the sole discretion of Asia Events. Cardmembers will be informed of changes (if any) to the session time by 30 May 2003. There will be no refunds in the event of no-show or cancellation by the Cardmember.

Organised by:



Official Card Centre:



Lucky Draw Sponsors:

ESTÉE LAUDER



Goodie Bag Sponsors:



# Expressions of Beauty

Lady'sCARD

Registration is on a first-come-first-served basis. To register, please complete this form and fax to Helena Rubinstein at 6738 0330 by 29 May 2003.

Cardmember's Name \_\_\_\_\_ Tel \_\_\_\_\_

Address \_\_\_\_\_ Mobile No. \_\_\_\_\_

Email \_\_\_\_\_ Fax No. \_\_\_\_\_

No. of participants \_\_\_\_\_ Total amount to be charged to the UOB Lady's Card \$ \_\_\_\_\_

UOB Lady's Card No. 

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Card Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

Date: 14 June 2003 \_\_\_\_\_ Date \_\_\_\_\_

Time: 3.00pm - 5.30pm

Venue: Singapore Marriott Hotel

Helena Rubinstein will confirm your registration by 4 June 2003. The session times indicated here are subject to change at the sole discretion of Helena Rubinstein. Cardmembers will be informed of changes (if any) to the session times by 8 June 2003.

# Wine, Women, Saab

Lady'sCARD

Registration is on a first-come-first-served basis. Limited to 50 participants only. To register, please complete this form and fax to Saab at 6369 3003 by 13 June 2003.

Cardmember's Name \_\_\_\_\_ Tel \_\_\_\_\_

Address \_\_\_\_\_ Mobile No. \_\_\_\_\_

Email \_\_\_\_\_ Fax No. \_\_\_\_\_

No. of participants \_\_\_\_\_ Total amount to be charged to the UOB Lady's Card \$ \_\_\_\_\_

UOB Lady's Card No. 

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Card Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

Wine Appreciation Dinner with Saab \_\_\_\_\_ Date \_\_\_\_\_

Date: 25 June 2003, Wednesday

Time: 6.30pm - 9.00pm (Test Drive available prior to wine talk)

Venue: Saab City Centre, 5 Leng Kee Road

Saab will confirm your registration by 18 June 2003. The session times indicated here are subject to change at the sole discretion of Trans Eurokars Pte Ltd. Cardmembers will be informed of changes (if any) to the session times by 20 June 2003. For enquires, please call Saab Marketing Department at 6363 3003.