

# Women-able Phase 2

## Connecting with customers

**Monday September 19th, 2016**



Visibility creates interest  
Marketing 4 Ps  
Branding – your business personality  
Social media which channels, which tools  
PR –kit must haves

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Dubai Chamber of Commerce and Industry - 2nd floor  
9AM -11:30AM – Registration opens ant 8:15AM



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# Women-able Phase 2

## Using professional services

**Monday October 17th, 2016**



We host a Q&A panel with leading services companies & suppliers to help you get the insight and answers for your business

Legal

Accounting

Setup

Insurance

Payment gateways

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# Women-able Phase 2

**Financial Literacy 2**  
**Investors & other access to capital**

**Monday November 14<sup>th</sup>, 2016**



Understanding the investment jargon  
Options to raise funding / finance  
Demonstrating value to capture the investors attention  
Sales  
Market niches  
Internal structure  
Team  
Predicting your future

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