

EXPOSURE

Are you interested in promoting your business? We are too, and after 22 years as Canada's only university-based business centre for women, we know how to guide you to the spotlight.

The Centre team is dedicated to helping women business owners find opportunities for promotion and exposure through national award nominations, workshops, trade missions and networking events. We will work with you to define and access your target markets and showcase your business to the world.

When we require outside support, our contracts are extended to members first. External contacts seeking service providers within our community are referred to a unique member-managed directory located on our homepage.

We invite members to share their business news on our Member News & Events page, and through our e-newsletter, BizBeat, which is distributed to approximately 2,500 people the first Friday of each month.



A focal point of BizBeat is our Member Spotlight, which also appears in an external publication as a regular feature that draws thousands of readers each month. We work with the media and use our social media channels to help share good news stories focused on the business innovation and leadership happening within our community.

CONNECTION

You don't have to own a business to join us. You don't even have to be a member to take advantage of our business advisory services, or to attend our events, although members do receive savings, complimentary training access and other benefits.

We welcome all business professionals and students to our community for inspired conversation, facilitated brainstorming and shared learning experiences. This is how mentor relationships are born, and we have seen many develop through programs like our Advanced Management and Mentoring series, and Women, Business & Breakfast sponsored by TD Canada Trust, a monthly networking event included in the price of membership.

It is common for our signature networking events to sell out; that's because we create an inclusive environment filled with business professionals who are interested in making genuine connections, as opposed to handing out business cards. Expect to be welcomed into conversations with women who, like us, view networking as a relationship building skill rather than a sales tactic.

LEARNING

You may be growing a successful business; you may be an aspiring entrepreneur. Either way, it's normal to wonder what your next steps should be. That's where we come in.

Since 1992, our team has worked with just under 12,000 women at every stage of the entrepreneurial journey. We've connected women with practical training opportunities that helped transform one or two person operations into international companies.

Human resources, drafting a business plan, financial management, social media, pitching to potential investors and clients, sales strategy, and how to sell to corporate retailers are just a few of the training opportunities we offer. Some of these are available to our members at no additional cost.

Discuss ideas for business start-up and growth with one of our business development officers, then create goals and use our training programs to help you get there. Our meetings are confidential, and can be arranged to accommodate your schedule.

We also have opportunities to explore intrapreneurship: the act of applying entrepreneurial skills within your workplace to become a more effective employee or team leader. If there is a gap in your skill set, or you would like to polish your existing skills, we'll do our best to find a training solution that works for you.

Are you ready to start something new?

Take your ideas to a new level, and connect with other women who are making their mark on the world of business, trades and technology.

Our members are as diverse as our region, and many of our training offerings are available in both official languages. There is always something going on, and we would love for you to join us and be a part of it all.

We offer affordable membership packages to benefit you at every level of business development. Contact us today for more information, or how you can become a member.

902-457-6449
cwb@msvu.ca
centreforwomeninbusiness.ca

ABOUT US

It takes more than a great idea to succeed in business. It takes knowledge and support; that is where the team at the Centre for Women in Business can help.

A leader in entrepreneurial growth, the Centre for Women in Business is Canada's only university-based business development centre exclusively for women. It opened in 1992 with the support of Mount Saint Vincent University and Atlantic Canada Opportunities Agency (ACOA), and has become a driving force behind entrepreneurship in Atlantic Canada.

The Centre has several hundred members and clients throughout Atlantic Canada, and is an active participant in entrepreneurship research, and initiatives that champion the needs of women business owners in almost every sector. We provide women the tools they need to promote their businesses on an international stage, and facilitate key connections along the way.

Be a part of our community and enjoy all of the benefits it brings.

Individual membership rate: \$125 +HST

Individual membership rate for MSVU ALUMNAE: \$99 +HST

Corporate membership rate: \$499 +HST.

Connect with us today for more information on how we can help you grow in business.

Mount Saint Vincent University
The Meadows, Second Floor
166 Bedford Highway, Halifax, N.S. B3M 2J6

1.888.776.9022 | 902.457.6449 | cwb@msvu.ca
www.centreforwomeninbusiness.ca



The Centre for Women in Business operates with support from the Atlantic Canada Opportunities Agency (ACOA) and Mount Saint Vincent University.

FEEDBACK

“The Centre offers a one-of-a-kind growth opportunity for women entrepreneurs across Atlantic Canada. It's Canada's only university-based business development centre designed specifically for women, and it is an invaluable resource for MSVU students, faculty, and staff alike. The Centre has assisted a multitude of women entrepreneurs in growing their businesses, and continues to propel women toward success.”

- Dr. Ramona Lumpkin, President of Mount Saint Vincent University, one of Atlantic Canada's finest liberal arts universities since 1873

“The Centre has been integral in the profitable growth of my business. It has been everything for me – from access to vital information from seasoned professionals, to staying sane by talking with other women entrepreneurs about the challenges of balancing work and family. Whether I have challenges or celebrations, the Centre is there for me.”

- Faith Drinnan, founder of The Oyster Group, a top circulation and subscriber care company established in 1992.

“As a member of the Centre for many years, I have benefitted by receiving the invaluable support of more established business owners, and the fulfillment brought by providing mentorship to emerging business owners. There is a strong sense of community, and many opportunities for collaboration have blossomed from my relationships formed through the Centre.”

- Lisa Drader-Murphy, Owner of Turbine, a ready-to-wear fashion collection favoured by celebrities and featured at the Toronto International Film Festival, the Golden Globe Awards,



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