SUPERWOMAN’S SEVENTH MAGNIFICENT
A seminar and networking opportunity for business women in aid of charity.

THURSDAY 13 OCTOBER 2011 FROM 4.30pm TO 8.30pm

RADISSION BLU, CARDIFF
This 21 storey sky scraper hotel has modern design rooms with panoramic views over Cardiff City Centre, a sleek bar and an authentic Italian restaurant. Radisson Blu Cardiff have kindly donated their conference rooms free of charge.
www.radissonblu.co.uk/hotel-cardiff

£35 PER PERSON
Thanks to our generous sponsors, every penny of your £35 goes to our two charities which this year are Valleys Kids www.valleyskids.org which works with disadvantaged children and families in the South Wales Valleys and Multiple Sclerosis Society which funds MS research, runs respite care centres and provides grants, education and training on MS.
www.mssociety.org.uk
Programme

4.30-6pm  AFTERNOON TEA AND REGISTRATION
Following feedback from previous October events we are commencing registration an hour earlier than usual to give an opportunity to network before our speakers as well as after.

6pm  WELCOME
A word of welcome from Alastair Milburn. Alastair is the founder and Managing Director of leading communications agency Effective Communication, one of our sponsors tonight. Communication comes naturally to women, right? But are you daunted about how to use all the new platforms - smart phones, tablets, Twitter, QR codes, and many more?
With a client list that includes Camelot, Axa, Sainsbury’s, Cardiff Blues, Institute of Directors, Principality Building Society, UWIC and Darwin Gray, Alastair is well placed to explain why communication has never been easier, or more effective, for you and your business.
www.effective-communication.co.uk

6.10pm  UNLEASHING SUPERWOMAN
Katy Chamberlain, Chief Executive of Chwarae Teg
For nearly 20 years, through a series of practical and inspiring projects, Chwarae Teg has worked to support the role of women in the economy and at work. Katy will tell us about the charity’s three-pronged strategy – to influence government policy, to help employers create cultures where everyone can flourish, and to support women in fulfilling their career potential. Katy will share inspirational stories from Chwarae Teg’s experience, including the Agile Nation project, which is already working with 1,334 women and 188 businesses to help women’s career progression and has plenty more to come.
www.chwaraeteg.com

6.30pm  THE APPENDAGE
Elizabeth Haywood, The Haywood Hain LLP
A former Director of CBI Wales, Elizabeth worked in Brussels and New York before joining the WDA and then the CBI in Cardiff. She headed an international executive search firm from 2002-2008, and then set up her own consultancy, The Haywood Hain LLP. She was named Welsh Woman of the Year in 1994, and has several non-executive roles including Chair of the WCVA Services Board.
Somewhere during this time, she married a Government Minister, just as he became Secretary of State for Wales. Despite her career in PR, she was unprepared for the big impact on her professional life the resultant increased profile and media focus had. Elizabeth will reflect on what happens to high profile couples and how they cope, either with being thrust into reflected limelight or with shifting from being independently successful to being a VIP appendage.
www.haywoodhain.com
6.50pm  FREE RANGE FAMILIES AND QUIRKY CORPORATES
Pamela Joseph, Commercial Director of Bluestone, one of our sponsors
Bluestone is the award-winning five-star national park resort in Pembrokeshire, described by Business Insider magazine as the biggest, most ambitious start-up Wales has ever seen. Pamela has been one of the main drivers of Bluestone's evolution from drawing-board sketch to iconic, flagship project for Wales, from managing the PR issues involved in a complex planning process, through to directing the sales and marketing strategy that has attracted in the region of 150,000 staying guests to Bluestone since it opened in summer 2008. Pamela has personally overseen Bluestone's commitment to sustainability – a field in which Bluestone's performance has earned plaudits including the Business in the Community Wales Environment award, and a 2011 National Awards for Excellence in the Rural Action category.
www.bluestonewales.com

7pm  THE WI INSPIRING WOMEN
Rhian Connick, Head of NFWI-Wales
The WI plays a unique role in providing women with educational opportunities and the chance to build new skills, to take part in a wide variety of activities and to campaign on issues that matter to them and their communities. Rhian will talk about the work of the WI in Wales, the influence it has on issues which affect women's lives and the positive contribution its members make to the communities in which they live.
www.theWI.org.uk

7.20pm  A TO B IS A NATURAL STEP
Rachel Jones, Director of Arts & Business Cymru
Arts & Business Cymru is a charity and membership organisation which specialises in promoting and enabling mutually beneficial partnerships between business and the arts across Wales. Whatever the size, sector, or geographical location, the most successful organisations are the most creative. Rachel will talk about the power of the arts in achieving bottom line business objectives and why the work of A&B Cymru is more in demand than ever in difficult economic times.
www.artsandbusiness.org.uk/cymru

7.30pm  IN PRAISE OF SUPERWOMAN
Kath Bevan, Director of Professional Driver Services
Professional Driver Services, one of our sponsors, is both a leading driver training organisation and award-winning driver related software supplier with an enviable list of clients including police forces, local authorities and private sector organisations both nationally and internationally. The PDS mission is to make genuine improvements in road safety for all road users. Their success is accredited to a focus on excellent customer service and state of the art administration processes. This is augmented by an enthusiastic team of motivated professional trainers who provide high quality coaching and guidance when delivering driver training.
www.pdsuk.co.uk

7.40pm  DRINKS AND CANAPÉS

8.30pm  (ISH!) CLOSE
If you would like to book a place on Superwoman 7 then please complete the attached booking form and return it to Superwoman at Darwin Gray together with your payment. From past experience we expect demand for places to be high so best to book quickly. Please note places cannot be guaranteed until we are in receipt of your cheque.

Superwoman would like to thank creative brand communications agency Elevator who for the sixth year running have designed our flyer for us, free of charge. www.elevatordesign.co.uk

elevator

Every Superwoman gets a brand new bag
The now legendary goody bag will be making an appearance again at Superwoman 7 and we’d like to thank the following for their kind gifts:

**Booking Form**

**SUPERWOMAN 7 – 13 OCTOBER 2011**

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**Details of those attending**

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**Cost** = £35 per person. Please enclose your donation cheque(s): one cheque for the full amount made payable to EITHER Valleys Kids OR MS Society; or two cheques, each for half the full amount, made payable to each charity.

**GIFT AID**: If you are making the donation personally (rather than via your company or employer) then please complete the attached gift aid declaration. Using Gift Aid means that for every pound you give, the charity you are supporting will receive an extra 28 pence from the Inland Revenue, helping your donation go further.

Send your gift aid declarations and cheque(s) by post to:

**Superwoman at Darwin Gray, Helmont House, Churchill Way, Cardiff CF10 2HE.**

Please complete and return to Caroline Hazell:

By fax: 02920 829101
By email: chazell@darwingray.com
Gift and declaration form

We should be grateful if you could:

1) Complete this form for each person making a personal donation (i.e. not via their company or employer).
2) Complete both declarations if sending two cheques.

DETAILS OF DONOR

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I confirm that I am a UK resident and tax payer and that I wish Valleys Kids to treat my donation as a Gift Aid Donation.

Signed………………………………………………………………………………..

Dated…………………………………………………………………………………

I confirm that I am a UK resident and tax payer and that I wish MS Society to treat my donation as a Gift Aid Donation.

Signed………………………………………………………………………………..

Dated…………………………………………………………………………………

You must pay an amount of Income Tax and/or Capital Gains Tax at least equal to the tax that the charity reclaims on your donations in the appropriate tax year (currently 28p for each £1 you give).