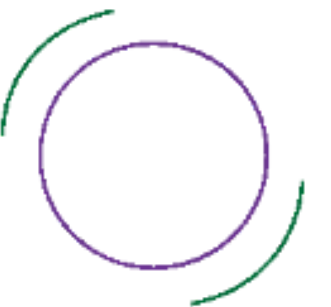


WOMEN TAKING CHARGE

Our brand new series of Lunch 'N' Learn sessions for
2021 Delivered by Women for ALL Women

BOOSTING YOURSELF AND BUSINESS IN THE NEW YEAR



WOMEN IN TRAVEL

ABOUT OUR LUNCH N' LEARN SESSIONS

- ✓ RUN THROUGHOUT 2021
- ✓ ALWAYS 1230 TO 1330 PM GMT
- ✓ ONLINE / VIRTUAL
- ✓ AIMED AT PROVIDING YOU WITH INSPIRATION, CONFIDENCE AND LEARNING ON A RANGE OF RELEVANT AND TOPICAL AREAS
- ✓ SESSIONS ARE FREE BUT THERE IS A SUGGESTED £10 DONATION TO BE DIRECTLY PAID INTO OUR CROWD FUNDING THAT SUPPORTS 25 UNEMPLOYED, VULNERABLE WOMEN
[HTTPS://WWW.JUSTGIVING.COM/CROWDFUNDING/WITCIC](https://www.justgiving.com/crowdfunding/witcic)

Create, Connect & Rebuild in 2021!

ANDREA MESZAROS TALENT COURTYARD



ANDREA IS FOUNDER OF TALENT COURTYARD, HOLISTIC COACH, VISITING LECTURER AND PROFESSIONAL TRAINER WITH 6+ YEARS EXPERIENCE, SPECIALISING IN POSITIVE PSYCHOLOGY AND NLP AND PASSIONATE ABOUT CULTURE AND DIVERSITY.

EMBRACE POSITIVE THINKING IN 2021

1 FEBRUARY 2021
1230 TO 1330 PM

WHAT WILL BE COVERED: 'POSITIVE PSYCHOLOGY IS THE STUDY OF STRENGTHS AND VIRTUES THAT ENABLE INDIVIDUALS, COMMUNITIES AND ORGANISATIONS TO THRIVE'. DURING THE WORKSHOP, WE WILL PRACTICE POSITIVE THINKING TECHNIQUES THROUGH A MIXTURE OF CREATIVE EXERCISES, CONVERSATIONS AND REFLECTION. MAKING A HABIT OF THESE PRACTICES DEVELOPS AN AWARENESS OF WELLBEING, POSITIVE QUALITIES AND NATURAL TALENTS. THESE HABITS ENCOURAGE SUSTAINABLE HAPPINESS, BALANCE AND SENSE OF PURPOSE, AND ENABLE YOU TO COPE WITH STRESS DURING ADVERSITY. PREPARE FOR SOME INTERACTIVE ACTIVITIES AND UNIQUE CONVERSATIONS IN A SUPPORTIVE ENVIRONMENT!

BENEFITS:

- ✓ WELLBEING AND MOOD BOOST
- ✓ SKILLS TO MAINTAIN A POSITIVE MINDSET
- ✓ ENHANCED MOTIVATION
- ✓ SELF-CONFIDENCE BOOST

For Tickets: <http://bit.ly/3nZodW0>

ROCK THAT INTERVIEW!

15 FEBRUARY 2021

1230 TO 1330 PM

WHAT WILL BE COVERED: “PREPARATION” IS VITAL & KEY TO HELP US NAVIGATE THROUGH AN INTERVIEW SUCCESSFULLY & WITH CONFIDENCE. DURING THIS WORKSHOP, WE WILL COVER WHAT WE SHOULD BE RESEARCHING & PREPARING FOR A POSITIVE INTERVIEW EXPERIENCE. HANDLING INTERVIEW QUESTIONS, BODY LANGUAGE AND POSITIVE INTERACTIONS FROM THE MOMENT YOU ARE GREETED AT RECEPTION/ZOOM INTERVIEW. HOW TO LEAVE A MEMORABLE IMPRESSION WITH THE INTERVIEWER BY ASKING THE RIGHT QUESTIONS TOWARDS THE END OF YOUR INTERVIEW. ALSO A REMINDER THAT AN INTERVIEW IS A TWO WAY PROCESS AND HOW TO EVALUATE IF IT’S THE RIGHT COMPANY FOR YOU. WE WILL ALSO BE ENGAGING TOGETHER SHARING ANY MEMORABLE INTERVIEW EXPERIENCES, QUESTIONS YOU HAVE FACED / ALWAYS FIND A CHALLENGE WHEN ASKED.

BENEFITS:

- ✓ CONFIDENCE IN ATTENDING YOUR NEXT INTERVIEW
- ✓ FEELING OF CONTROL, WHICH WILL REFLECT IN YOUR CALM APPROACH TO THE INTERVIEW
- ✓ RELEASE THE SIGMA ASSOCIATED IN ATTENDING AN INTERVIEW WHICH CAN LEAD US TO STRESS AND ANXIETY.



ELENA KTORI TMS TALENT



ELENA HAS BEEN WORKING IN RECRUITMENT FOR 20 YEARS. AS WELL AS HELPING PEOPLE FIND EMPLOYMENT WITHIN MY SPECIALIST AREA, SHE HELPS PEOPLE PREPARE FOR INTERVIEWS, ASSIST WITH RESUMES, COVER LETTERS, MANAGE SALARY NEGOTIATION, AS WELL AS SHARE MARKET AND INDUSTRY KNOWLEDGE WITH HER CLIENTS AND CANDIDATES.

JANAINA MATTOS

ELEVATION WELL-BEING



JANAINA IS A MENTAL FITNESS COACH & MENTOR, THE CO-CREATOR OF ELEVATION WELL-BEING, MINDFULNESS CERTIFIED, MEDITATION TEACHER AND MENTAL HEALTH FIRST AIDER QUALIFIED WITH OVER 10 YEARS OF EXPERIENCE AND PASSIONATE ABOUT SUPPORTING INDIVIDUALS TO FULFIL THEIR POTENTIAL.

MAINTAINING A HEALTHY MENTAL ATTITUDE FOR WORK AND LIFE

1 MARCH 2021
1230 TO 1330 PM

WHAT WILL BE COVERED: THIS WORKSHOP HAS BEEN DESIGNED FOR THOSE THAT ARE TRULY COMMITTED TO FULFILLING THEIR POTENTIAL BY CULTIVATING THE MOST APPROPRIATE MINDSET. WE WILL BE DISCUSSING HOW TO ADD TO YOUR LIFE 3 KEY ELEMENTS THAT WILL HELP YOU TO BUILD A SUSTAINABLE MENTAL ATTITUDE. WE ALSO WILL CONSIDER WHAT IS STOPPING YOU FROM BEING YOUR BEST SELF AS WELL AS ESTABLISHING A SUPPORTIVE NETWORK FOR A LONG LASTING RESULT.

BENEFITS:

- ✓ BUILDING RESILIENCE
- ✓ FACING CHALLENGING EVENTS WITH OBJECTIVITY
- ✓ ENHANCING SELF-ASSURANCE

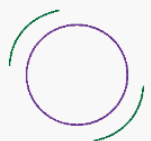
HOW TO BECOME YOUR MOST CONFIDENT SELF THROUGH COMMUNICATION AND AUTHENTICITY

15 MARCH 2021
1230 TO 1330 PM

WHAT WILL BE COVERED: WE WILL DEVELOP COMMUNICATION SKILLS TO ENCOURAGE CONFIDENCE AND AUTHENTICITY AND EXPLORE TECHNIQUES THAT PROJECT PRESENCE AND COMMAND SPACE - ESPECIALLY IN AN INCREASINGLY VIRTUAL FORMAT.

BENEFITS:

- ✓ INCREASE YOUR DYNAMISM AND PRESENCE
- ✓ STREAMLINE YOUR MESSAGES
- ✓ FACILITATE A GENUINE CONNECTION BETWEEN SPEAKER AND RECEIVER
- ✓ COMBAT AND CHANNEL NERVES
- ✓ EXPLORE PHYSICALITY AND BODY LANGUAGE - HOW TO USE IT AND HOW TO READ IT IN OTHERS



OLIVIA WILLIAMSON



OLIVIA IS A WOMEN'S EMPOWERMENT TRAINER AND PERFORMING ARTIST BASED IN NEW YORK CITY. WITH A BACKGROUND IN THEATRE AND EDUCATION, SHE TRAVELS EXTENSIVELY TO EMPOWER AND ELEVATE WOMEN'S VOICES.

GUERGANA STOYTCHIEVA



GUERGANA IS A COMMUNICATION AND TOURISM SPECIALIST. WITH EXPERIENCE IN INTERNATIONAL CONSULTANCY PROJECTS SHE HAS MORE RECENTLY WORKED ON TOUR DEVELOPMENT, TOUR GUIDE TRAINING, SALES GROWTH, COMMUNITY INVOLVEMENT, AND TEAM DEVELOPMENT. AS WELL AS TOUR GUIDE TRAINING CURRICULUM.

PAT DUCKWORTH



PAT DUCKWORTH IS A WOMEN'S WELLBEING STRATEGIST, AUTHOR AND INTERNATIONAL PUBLIC SPEAKER. AFTER OVER 30 YEARS WORKING IN THE PUBLIC AND VOLUNTARY SECTOR AT A SENIOR MANAGEMENT LEVEL, PAT RETRAINED AS A THERAPIST, COACH AND MENOPAUSE SPECIALIST.

FIND YOUR MENOPAUSE MOJO

12 APRIL 2021

1230 TO 1330 PM

WHAT WILL BE COVERED: EVEN THOUGH ALL WOMEN GO THROUGH MENOPAUSE, MOST ENTER THAT STAGE OF LIFE WITH LIMITED KNOWLEDGE ABOUT WHAT TO EXPECT OR HOW TO DEAL WITH IT.

IN THIS WORKSHOP YOU WILL LEARN:

- MENOPAUSE ESSENTIALS: HORMONES, TIMING AND SYMPTOMS
- EFFECTS ON PERSONAL LIFE AND CAREER
- OPTIONS FOR TREATMENT
- LIFESTYLE CHANGES

BENEFITS:

KNOWLEDGE IS POWER! YOU WILL BE ABLE TO:

- ✓ TAKE CONTROL OF YOUR EXPERIENCE
- ✓ ADVOCATE FOR THE HELP YOU WANT
- ✓ GET ON WITH ENJOYING YOUR LIFE.



STAND OUT IN THE TOURISM CROWD THROUGH REGENERATIVE TOURISM

11 MAY 2021
1230 TO 1330 PM

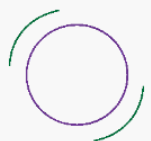
WHAT WILL BE COVERED: REGENERATIVE TOURISM IS A NEW PARADIGM THAT GOES BEYOND SUSTAINABILITY. NOT ONLY IS IT SYSTEMIC, BUT ALSO WORKS ON THE RELATIONSHIP OF (WO)MAN WITH ONESELF, OTHERS AND NATURE.

DURING THE WORKSHOP, WE WILL START TALKING ABOUT HOW OUR INHERENT QUALITIES AS WOMEN CAN BE SUCCESSFUL IN DEALING WITH DIFFERENT CRISIS IN THE WORLD.

THEN WE WILL GO ON EXPLAINING WHY REGENERATION IS SO URGENT AND IMPORTANT, AND OUR ROLE IN IT. YOU WILL LEARN 3 FUNDAMENTAL PRINCIPLES TO BE APPLIED IN YOUR BUSINESS TO MAKE YOU STAND OUT AS LEADERS AND CREATE RESILIENT ORGANISATIONS.

BENEFITS:

- ✓ YOU WILL IDENTIFY THE TOP QUALITIES YOU HAVE AS A WOMAN THAT WILL MAKE YOU STAND OUT IN THE TOURISM CROWD.
- ✓ YOU WILL BE ABLE TO CREATE AN INNOVATIVE BUSINESS FOCUSED ON PEOPLE, PROFIT AND THE PLANET WHICH MATCH THE MARKET DEMANDS.
- ✓ YOU WILL LEARN THE 3 TOP REGENERATIVE PRINCIPLES TO CREATE A RESILIENT BUSINESS.



SONIA TERUEL



SONIA TERUEL IS CO-FOUNDER OF THE REGENLAB FOR TRAVEL. SHE HAS BEEN THE GENERAL MANAGER OF AN EXPERIENTIAL TOUR OPERATOR SINCE 2015 AND WROTE THE FIRST EVER PUBLISHED THESIS ABOUT REGENERATIVE TOURISM. SHE IS ALSO PART OF THE GLOBAL INITIATIVE FOR REGENERATIVE TOURISM.

ANNA ALAMAN



ANNA ALAMAN IS CO-FOUNDER OF THE REGENLAB FOR TRAVEL. SHE IS A LECTURER, EDUCATOR, AND FOUNDER AND CEO OF AN AWARDED TOUR OPERATOR IN SUSTAINABLE TOURISM IN INDIA SINCE 2011. DURING THE LAST YEARS, SHE HAS WORKED ON BREAKING THE GENDER GAP IN THE COUNTRY. SHE IS ALSO CO-FOUNDER OF SHEINTOURISM (ASIA).

THE REGENLAB FOR TRAVEL

JAMIE-LEE ABTAR EXECUTIVE DIRECTOR FOR BAME, WOMEN IN TRAVEL CIC



PROUD BAJAN JAMIE-LEE ABTAR IS A MARKETING AND BUSINESS DEVELOPMENT CONSULTANT AND THE EXECUTIVE DIRECTOR OF BAME WOMEN IN TRAVEL. A MARKETER AT HEART AND BY TRADE, JAMIE-LEE'S SKILLS LIE IN HER ABILITY TO BUILD RELATIONSHIPS, DEVELOP PARTNERSHIPS AND BRING ABOUT POWERFUL CAMPAIGNS, INITIATIVES AND EVENTS.

DIVERSIFY YOUR TRAVEL AUDIENCE

7 JUNE 2021

1230 TO 1330 PM

WHAT WILL BE COVERED: WITH AN INCREASED AWARENESS AND VALUE PLACED ON DIVERSITY FOLLOWING THE #METOO MOVEMENTS AND THE EVENTS SURROUNDING #BLACKLIVESMATTER THERE HAS BEEN A LOT OF DISCUSSION AROUND DIVERSITY, INCLUSION AND WHAT DOES GOOD INCLUSIVE MARKETING THAT REACHES DIVERSE AUDIENCE LOOKS LIKE. WE WILL EXPLORE HOW TRAVEL BRANDS AND DESTINATIONS CAN CONNECT AND ENGAGE WITH DIVERSE AUDIENCES, BUILDING AUTHENTIC BRAND PARTNERSHIPS AS WELL AS CASE STUDIES AND INSIGHTS FROM THE INDUSTRY.

BENEFITS:

- ✓ A SNAPSHOT OF THE MARKETPLACE
- ✓ DOS AND DON'TS OF ENGAGING WITH DIVERSE AUDIENCES
- ✓ CASE STUDIES AND POSITIVE EXAMPLES IN THE INDUSTRY



EVERYTHING YOU WANTED TO KNOW ABOUT SUSTAINABILITY IN TOURISM — BUT WERE AFRAID TO ASK!

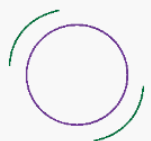
21 JUNE 2021
1230 TO 1330 PM

WHAT WILL BE COVERED: JULIET KINSMAN HAS SPENT TWO AND HALF DECADES COVERING TRAVEL AS A JOURNALIST AND WRITING ABOUT HOW TRAVEL CAN BE A FORCE FOR GOOD. IN THIS SESSION SHE WILL INSPIRE YOU ON HOW TO EFFECT POSITIVE IMPACT AND MAKE BETTER DECISIONS ABOUT TRAVEL WHETHER YOU ARE AN INDIVIDUAL OR ENTREPRENEURS WORKING IN HOSPITALITY AND TOURISM OR PART OF A LARGE BUSINESS.

JULIET WILL ALSO DEMYSTIFY SOME KEY TERMS NORMALLY USED BUT OFTEN MISUNDERSTOOD, SUCH AS COMMUNITARIANISM, THE REGENERATIVE MOVEMENT, THE SLOW FOOD MOVEMENT AND ECONOMIC LEAKAGE, TO MENTION A FEW.

BENEFITS:

- ✓ UNDERSTAND COMMONLY USED BUT POORLY-EXPLAINED TERMINOLOGY
- ✓ IDENTIFY PRACTICAL ACTIONS AND POWERFUL TIPS TO IMPLEMENT IMMEDIATELY TO TRAVEL BETTER
- ✓ IMPROVE YOUR DECISION-MAKING PROCESS TO USE TOURISM AS A FORCE FOR GOOD



JULIET KINSMAN
BOUTECO

CN TRAVELLER SUSTAINABILITY EDITOR



JULIET KINSMAN IS A JOURNALIST, WRITER AND THE FIRST EVER SUSTAINABILITY EDITOR AT CONDÉ NAST AND FOUNDING EDITOR OF MRS & MR SMITH AND AUTHOR OF LOUIS VUITTON CITY GUIDES. THROUGH HER CONSULTANCY, BOUTECO SHE HELPS AWARD-WINNING BRANDS STAND FOR SOMETHING AND AMPLIFY MESSAGES THAT MATTER.. HER 2020 BOOK 'THE GREEN EDIT: TRAVEL, EASY TIPS FOR THE ECO-FRIENDLY TRAVELLER' (EBURY) IS THE IDEAL COMPANION TO HOTELIERS, TRAVEL AGENTS AND HOLIDAYMAKERS HOPING TO MAKE TRAVELS A STRONGER FORCE FOR GOOD.

SHIVANI ASHOKA

TRAVEL JOURNALIST, DIVERSITY ADVOCATE, CO-FOUNDER OF UNPACKING MEDIA BIAS



SHIVANI ASHOKA IS A TRAVEL WRITER AND DIVERSITY ADVOCATE, BASED BETWEEN LONDON AND NEW YORK CITY. SHIVANI HAS WORKED IN HOSPITALITY FOR OVER FIFTEEN YEARS AND TRAVELS THE WORLD TO REPORT FOR CONDE NAST TRAVELER, THE SUNDAY TIMES, THE INDEPENDENT, TATLER AND MANY MORE. WHILE CURRENTLY IN LONDON, SHE HAS LIVED IN FIVE COUNTRIES ON THREE CONTINENTS AND MAINTAINS A SPECIAL INTEREST IN GLOBAL SOCIAL IMPACT, COMMUNITY-LED SUSTAINABILITY AND RACIAL DIVERSITY. SHE IS THE CO-FOUNDER OF FORTNIGHTLY NEWSLETTER, 'UNPACKING MEDIA BIAS', WHICH HELPS JOURNALISTS AND MARKETEERS TACKLE UNCONSCIOUS BIAS IN ALL FORMS OF THE PRESS. FOLLOW HER ON TWITTER AND INSTAGRAM: @SHIVANIASHOKA

A FORCE FOR GOOD: TACKLING CONSCIOUS TRAVEL WRITING

5 JULY 2021

1230 TO 1330 PM

WHAT WILL BE COVERED: WOMEN IN TRAVEL (CIC) AND JOURNALIST AND EDITOR, SHIVANI ASHOKA, INVITE YOU TO JOIN A 90-MINUTE WORKSHOP THAT WILL COVER CONSCIOUS TRAVEL WRITING, AS A FORCE FOR GOOD. DURING THE SESSION, WE WILL EXAMINE HOW TO BUILD INTELLIGENT STORIES THAT HAVE A POSITIVE IMPACT. WE'LL DISCUSS DECOLONISING THE TRAVEL INDUSTRY, ETHICAL TOURISM, THE IMPORTANCE OF SOCIAL AND COMMUNITY-LED SUSTAINABILITY, AS WELL AS PRACTICAL TIPS ON HOW TO MONITOR YOUR COPY AND IMAGES FOR INGRAINED OR UNCONSCIOUS BIAS.

BENEFITS:

- ✓ BUILDING NON-EXPLOITATIVE STORIES
- ✓ FINDING YOUR NICHE
- ✓ COMBINING YOUR WORK FOR BIAS
- ✓ AMPLIFYING THE RIGHT VOICES



WOMEN IN TRAVEL

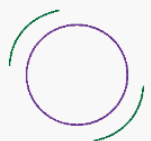
HOW CAN WE LEVERAGE TOURISM FOR THE GOOD OF WOMEN, COMMUNITIES AND TRAVELLERS?

19 JULY 2021
1230 TO 1330 PM

WHAT WILL BE COVERED: IN THE AFTERMATH OF THE COVID CRISIS, ORGANISATIONS ACROSS THE WORLD HAVE DEMANDED THAT WE BUILD BACK BETTER. BUT WHAT DOES THIS MEAN FOR TRAVEL BUSINESSES AND TRAVELLERS? HOW DO WE LEVERAGE TOURISM TO DELIVER THE BENEFITS FOR COMMUNITIES AND TRAVELLERS THAT ARE OFTEN PROMISED? AND WHY IS THE ROLE OF WOMEN SO ESSENTIAL IN THIS AGENDA? PREPARE FOR A LIVELY DEBATE IN A SUPPORTIVE ENVIRONMENT.

BENEFITS:

- ✓ UNDERSTAND HOW THE ROLE OF TOURISM IS CHANGING IN THE WAKE OF COVID19
- ✓ LEARN TO USE TOURISM AS A TOOL FOR EMPOWERMENT
- ✓ ASSESS HOW YOU CAN CONTRIBUTE TO EMPOWER OTHER WOMEN AND INDIVIDUALS IN YOUR COMMUNITY



REBECCA HAWKINS

ASSOCIATE DIRECTOR WIT CIC, DIRECTOR RHP
CONSULTING & LECTURER OXFORD BROOKES
UNIVERSITY



DR REBECCA HAWKINS IS ASSOCIATE DIRECTOR, WOMEN RETURNERS FOR WOMEN IN TRAVEL. REBECCA HAS WORKED IN THE TRAVEL INDUSTRY FOR THE LAST 25 YEARS AND IS AN INTERNATIONALLY RECOGNISED EXPERT IN SUSTAINABLE TOURISM, NOW WORKING ESPECIALLY ON THE LINKS TO CULTURE AND COMMUNITY.

ALESSANDRA ALONSO, MD WOMEN IN TRAVEL CIC



ALESSANDRA IS MD OF WOMEN IN TRAVEL CIC AND HAS 20 YEARS OF EXPERIENCE IN TRAVEL, TOURISM AND HOSPITALITY. SINCE LEAVING THE CORPORATE WORLD IN 2004 SHE HAS PURSUED HER PASSION FOR SUPPORTING WOMEN AND DIVERSITY AND HAS BEEN RECOGNISED AS A TRAILBLAZER IN THIS AREA AND HAS GAINED SEVERAL ACCOLADES. WITH SOCIAL ENTERPRISE WIT CIC SHE AIMS TO SUPPORT ALL WOMEN USING THE SECTOR AS A FORCE FOR GOOD.

HOW TO NETWORK EFFECTIVELY & DEVELOP ALL AROUND BETTER RELATIONSHIPS

13 SEPTEMBER 2021
1230 TO 1330 PM

WHAT WILL BE COVERED: IT IS OFTEN SAID THAT TRAVEL, TOURISM AND HOSPITALITY ARE ALL ABOUT PEOPLE. IF WE CAN BUILD BETTER RELATIONSHIPS, BE MORE EFFECTIVE WITH OUR NETWORKING AND YET REMAIN AUTHENTIC AS WOMEN AND AS LEADERS, WE HAVE MUCH BETTER CHANCES TO STAY IN BUSINESS, HAVE FULFILLING JOBS AND PERSONAL LIVES.

SO MUCH OF THIS IS ABOUT TRUST. BUT HOW DO YOU BUILD IT AND ARE THERE TOOLS THAT ONE CAN LEARN AND APPLY? JOIN THIS SESSION TO LEARN ABOUT SIMPLE TECHNIQUES AND TIPS THAT YOU CAN IMMEDIATELY IMPLEMENT WHILST DOING BUSINESS IN THE SECTOR, PARTICULARLY DURING TRAVEL TRADE FAIR SEASON!

BENEFITS:

- ✓ IDENTIFY THE BUILDING BLOCKS FOR GOOD RELATIONSHIPS
- ✓ EXPLORE EMOTIONAL INTELLIGENCE AND HOW IT CONTRIBUTES TO FORMING GOOD RELATIONSHIPS
- ✓ HOW TO ENGAGE PEOPLE IN HELPFUL CONVERSATION ON AND OFF LINE

[HTTPS://WWW.WOMENINTRAVELCIC.COM](https://www.womenintravelcic.com)



WOMEN IN TRAVEL

UNLOCKING BRAND PARTNERSHIPS

4 OCTOBER 2021

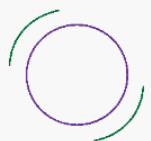
1230 TO 1330 PM

WHAT WILL BE COVERED: CECELIA IS A BRAND AND CULTURE STRATEGIST AND SPECIALIST WHO HAS WORKED ON SOME LEADING CAMPAIGNS WITH VISITBRITAIN, PARTNERING WITH INTERNATIONALLY RECOGNISED COMPANIES. IN THIS SESSION SHE WILL DISCUSS WHAT ARE THE KEY PRINCIPLES OF AN EFFECTIVE BRAND PARTNERSHIP; HOW TO GO ABOUT FINDING THE PERFECT OPPORTUNITY AND HOW TO MONETISE THE PARTNERSHIP.

AN IDEAL SESSION IF YOU ARE ATTENDING BUSINESS MEETING, WTM AND OTHER TRAVEL FAIRS, TO GET THE MOST OUT OF THE FORTHCOMING OPPORTUNITIES!

BENEFITS:

- ✓ LEARN ABOUT DO'S AND DON'TS OF BRAND PARTNERSHIP
- ✓ UNDERSTAND WHAT MAKE THE IDEAL 'PARTNERSHIP FIT'
- ✓ TIPS AROUND HOW TO APPROACH AND PITCH TO BRANDS



CECELIA ADJEI BRAND PARTNERSHIP MANAGER, VISITBRITAIN



CECELIA MANAGES GLOBAL BRAND PARTNERSHIPS ACROSS AREAS OF FILM, SPORT, FASHION, FOOD AND MUSIC AT VISITBRITAIN, THE NATIONAL TOURISM AGENCY FOR BRITAIN. MANAGING VISITBRITAIN'S PORTFOLIO OF BRAND PARTNERSHIPS INCLUDES: SCOPING & SECURING OPPORTUNITIES, STRATEGIC PLANNING AND LEADING ON DEVELOPING COMPELLING INTERNATIONAL MARKETING CAMPAIGNS TO ENCOURAGE TOURISM TO BRITAIN. OUTSIDE OF THIS CECELIA WORKS TO SUPPORT BLACK-OWNED BUSINESSES OR ENTREPRENEURS TO DEVELOP BY PROVIDING STRATEGY AND MARKETING ADVISORY SERVICES. HER PASSION FOR CULTURE AND PEOPLE DRIVES HER TO CONTINUOUSLY TRAVEL AND LEARN. NO ONE DAY IS THE SAME IN CECELIA'S WORLD.

**FOR ANY INQUIRIES PLEASE FEEL FREE TO
REACH US AT:
INFO@WOMENINTRAVELCIC.COM**

