



ROBINS
School of Business

Graduate & Executive Education

Business Women's Leadership Conference

Thursday, September 14, 2006

Jepson Alumni Center, University of Richmond

Sponsored by:



NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS

Richmond

Who Should Attend?

Women interested in improving communication and influence skills in the workplace.

Schedule

7:45 – 8:30 a.m.

Registration, Networking, and Continental Breakfast

8:30 – 11:30 a.m.

Workshop, "Communicating with Impact" with Nettie Meluch

11:30 – 12:45 p.m.

Buffet Lunch/Networking with various table topics

12:45 – 2:00 p.m.

Keynote, "Enhancing Your Power & Influence in Organizations" with Dr. Dafna Eylon

Registration Fee:

Before August 15

NAWBO Members	\$125
Non-Members	\$150

After August 15

NAWBO Members	\$150
Non-Members	\$175

Register Now

**For more information,
call 804-289-8019**

Sessions

Communicating with Impact with Nettie Meluch

Associate Professor, Management Development



Technological differences aside, we live in a world where successful communication still makes all the difference. Today's leaders need this essential skill if they are going to make an impact in their workplace. This workshop focuses on understanding your communication approach and how to deliver messages that are powerful and effective.

Key Takeaways:

- Identify your communication style and its impact
- Prevent communication problems by preparing your approach
- Deliver your message with impact

Enhancing Your Power & Influence in Organizations with Dafna Eylon, Ph.D.

Associate Professor, Management and Psychology



In this dynamic keynote address, Dr. Eylon will focus on how you can increase commitment and achieve better results within your organization. During this session you will explore leadership issues, that include learning how to assess and use the most appropriate influence strategies, and enhance your organizational influence.

Key Takeaways:

- Identify when and how to use the commitment cycle
- Establish good use of power and influence within different contexts
- Develop strategies of influence
- Incorporate the ABCs of organizational incentives



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Registration Form

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NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS

Richmond

Name _____

Company _____ Title _____

Business Address _____

City _____ State _____ Zip Code _____

Telephone (day) _____ Email _____

How did you hear about the Conference?

- | | |
|--|--|
| <input type="checkbox"/> Robins School of Business Website | <input type="checkbox"/> NAWBO meeting/event |
| <input type="checkbox"/> Email | <input type="checkbox"/> SmartConnect |
| <input type="checkbox"/> Friend or Colleague | <input type="checkbox"/> Web Search |

Are you a NAWBO member? Yes No

Method of payment (Check, VISA, MasterCard or American Express accepted)

- Check Enclosed (payable to Management Institute, University of Richmond)
 Please charge to my: VISA MasterCard AmEx

Name (as shown on card) _____

Number _____ Expiration Date _____

V-Code _____ (this is the last 3 digit # appearing in the signature panel on the back of the card.
 On AmEx, this is a 4 digit # on the front of the card.)

Signature _____ Amount to be charged \$ _____

Please send your completed registration form and payment to:

MAIL: Management Institute, Robins School of Business, Univ. of Richmond, VA 23173

FAX: (804) 289-8872

A receipt confirming your registration and payment will be mailed to the address listed above within 2 weeks of receiving your completed registration form. A welcome letter including directions will be mailed 2-3 weeks prior to the conference.