



## FUTURE FEMALES WINDHOEK BUSINESS EXPO INFORMATION 2023

### INTRODUCTION

Future Females is a global movement to inspire more female entrepreneurs, and better support their success. If you have not yet heard about Future Females, you can read more about the movement here: <https://futurefemales.co/>

Future Females Chapters runs regular themed monthly events all over the world where both female and male entrepreneurs and intrapreneurs can connect, learn, and be inspired by experts and serial entrepreneurs.

The Windhoek chapter will be joining forces with Wanderers Sport Club in an exciting collaboration and on **30<sup>th</sup> September 2023** where Future Females Windhoek will be hosting their **SECOND** Future Females Windhoek **Business Expo**. We had incredible feedback from our community members to host another business expo for an opportunity to learn and be inspired by a variety of speakers, to network with fellow entrepreneurs and intrapreneurs to support local and female owned businesses.

### WHAT'S THE IDEA?

The ambassadors of the Future Females Windhoek Chapter have seen a massive need for the business community to have a curated space where they can:

1. Have opportunities to learn from experts and fellow business people;
2. Connect with potential customers and showcase their services and/or products; and
3. Have an opportunity to build relationships and network.



## **BUSINESS ENTERPRISES AS SPONSORS FOR BRAND AWARENESS:**

We are looking at bringing on board selected businesses based on the need within the community to have a presence at the expo to drive growth for the exhibitors, as well create networking & relationship building opportunities for the Sponsors & Businesses/ individuals attending the Expo.

These businesses' sponsorship/ partnership will be for the duration of the expo event (pre-event launch, during event, post event marketing), with the aim to secure long term options where possible.

## **SPEAKERS:**

We will be hosting short Power Sessions with specific speakers within the business community & industries to add value to all attendees of the Expo as learning and growth opportunities, but also as networking & potential mentoring moments, as we believe in giving first and growing our community where possible.

Power Sessions to be hosted on a separate stage, and sessions to be staggered throughout the day, and this keeps attendees at the expo for longer, giving the exhibiting businesses more exposure and opportunity to network and sell.

## **WHAT DOES THE EXPO LOOK LIKE?**

Female owned businesses in one space showcasing their businesses and service offerings. It's a "trade show" setup with visitors walking through the room/venue, networking and interacting with the various booths/exhibitors at the event.

Participating women entrepreneurs will be provided with a trading space consisting of trading tables and chairs.

## **WHAT TO LOOK FORWARD TO?**

During the Expo, entrepreneurs will have the chance to:

- Showcase their business ideas, products, and services in a tailor-made environment to support and promote your business by bringing your products in contact with people willing to "buy"
- Meet other service providers and connect with other entrepreneurs
- Get additional resources/business guides to assist in business growth
- Business coaching by our local chapter brand strategists and business owners
- Keynote Speakers and business experts' sessions
- Have PRE, During, and POST expo exposure via Future Females Digital Channels to drive continued awareness and business exposure
- Get access to the Future Females community through targeted ads & newsletter exposure

As an attendee:

- Buy from amazing businesses & support local entrepreneurs
- Network and engage with fellow members of the community
- Attend the Keynote sessions to learn even more from experts in the fields of business & entrepreneurship
- Have 1:1 access to the ambassadors and leaders in the local Future Females Chapters
- Spot Prizes & giveaways from exhibitors and various local business offerings & Future Females Sponsors
- Enjoy a day out

Cannot wait to see you at our 2nd Future Females Business EXPO!



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