

# The Turning Point Into Success & Profitability



## The Workshop

This four part full day workshop is designed specifically for artists and crafts producers to enhance the business skills needed to make a decent living from your talent.

### PRICING YOUR PRODUCT

Ensure that your prices deliver the profits you deserve. Learn how to cross reference your pricing with cash flow projections and pro-forma income statements. Hands on - bring your calculator, pencil and eraser.

### BOOSTING YOUR PRODUCTION

Look at how you can meet increased demand with competitive pricing by achieving maximum yields.

### PREPARING YOUR MARKETING MATERIALS

Branding. Telling your Story. Learn to enhance your tools as a package to reflect the image you want for you business.

### MARKETING TO THE FACEBOOK GENERATION

Facebook, Twitter, Blogging, You Tube - social media is quickly becoming the norm. Learn how to harness the power of your social networks to find your market.

## The Presenter



Tiiu Poder founded BASE Atlantic in 2005, specializes in business and strategic planning for a broad range of industries and companies, but is best known for its work in the cultural and small business development sectors. The company builds on thirty years of experience which scans all aspects of marketing, product development,

manufacturing, private label design, teaching small business management and entrepreneurship, trade missions, business counseling and strategic planning. BASE Atlantic provides business counseling services, business strategies and solutions, business training and workshops. In addition the company provides a variety of consulting services specializing in marketing, business planning, export development and growth and expansion strategies.

## Details:

**Date:** Wednesday, March 3

**Time:** 9:00 am - 4:00 pm

**Location:** Boardroom, Annapolis Digby Economic Development Agency, Cornwallis Park, NS

**Cost:** \$15 +HST CWB member rate  
\$20 +HST non-member rate  
\* lunch will be provided

## For more information:

cwb@msvu.ca  
Toll free 1-888-776-9022  
902-457-6449 (in Metro)

[www.centreforwomeninbusiness.ca](http://www.centreforwomeninbusiness.ca)

## Presented by:



The Centre is thankful for the generous support of:



# The Turning Point

## Into Success & Profitability



Please complete and fax to 902-443-4687, email to [cwb@msvu.ca](mailto:cwb@msvu.ca), or mail with payment to: Centre for Women in Business, Mount Saint Vincent University, 166 Bedford Highway, Halifax, NS B3M 2J6

**Amount:**  \$15 + \$1.95 HST = **\$16.95 CWB member rate**  
 \$20 + \$2.60 HST = **\$22.60 Non-member rate**

**Name:**

**Company & Industry:**

**No. years in business:**

**Mailing Address:**

**Phone:**

**Fax:**

**Email:**

**I am a:**  business owner  employee of a small business  
 economic development service provider

**Method of Payment:**

VISA  
 MasterCard  
 Cheque (Please make cheque payable to Centre for Women in Business)

**Credit Card No.:**

**Expiry Date:**

**Cardholder's Signature:**

### Confirmation & Cancellation Policy:

Participation is not confirmed until payment is received. Individuals canceling less than 10 business days before the event date will be refunded the registration fee less a 10% cancellation fee. We reserve the right to cancel or postpone workshops 10 business days before event, in which case registration fees will be refunded.

**For more information, please contact the Centre for Women in Business:**

1-888-776-9022, 902-457-6449 (in Metro) or [cwb@msvu.ca](mailto:cwb@msvu.ca)

**[www.centreforwomenibbusiness.ca](http://www.centreforwomenibbusiness.ca)**

Registration Form

