



Fresh, exciting networking for  
the business women of Southport

Friday 16th September 2011, 12.30pm – 2.30pm  
The Vincent Hotel, Southport  
£25.20 per ticket (incl VAT, a buffet lunch and a drink)

Designed for women either starting out in their professional careers or setting up their own business, SPIN (Southport Professionals In) Business provides a forum where members can come together to share ideas, support one another and have some fun along the way!

### Agenda

- 12.30pm Arrival and Networking
- 1.00pm Speaker – Angela Smith, The Write Angle
- 1.30pm Buffet Lunch and Networking
- 2.30pm Close

### The Speaker - Angela Smith

Angela is managing director of The Write Angle, a Chorley based public relations and marketing agency. Angela has 25 years' experience in the industry, starting off her career working in house for a pharmaceutical company, before moving into PR at a Manchester based agency. For eight years Angela combined a freelance career with bringing up two children before setting up The Write Angle in 2002. The agency works with a wide range of private and public sector organisations and has won numerous nominations and awards for its work. Angela is treasurer of the Chartered Institute of Public Relations in the North West and a board member of Creative Lancashire.

#### Top tips to get your messages heard and boost your business

In these days of austerity many businesses are reviewing their marketing and communications spend. However, Angela would argue that this is exactly the time when you should be investing in effective communications. After all, Bill Gates famously said: "If I was down to my last dollar, I would spend it on public relations." And few would argue with him when it comes to business know-how.

Angela's presentation will give you tips on how to utilise online and print media to get your messages out there. And, if you are using, or contemplating hiring a PR or marketing agency, she'll provide valuable insights into how you can get the most out of them.

**For further information about attending SPIN Business or speaking at a future event, please contact LIZ MADDEN, Marketing Executive on 0161 703 2500 or e-mail [liz.madden@championgroup.co.uk](mailto:liz.madden@championgroup.co.uk)**