



W
4th
annual

Women's
LEADERSHIP
forum
BUILDING
YOUR BRAND

SATURDAY, MARCH 19, 2005
BOSTON UNIVERSITY SCHOOL OF MANAGEMENT
7:45 A.M. - 4:00 P.M.

REGISTER TODAY AT bu.edu/entrepreneurship/wlf

FEATURING KEYNOTE SPEAKERS:
ROSA GATTI, Senior VP of Communications, ESPN
HELEN GREINER, Founder and President of iRobot
MARGARET HEFFERNAN, President & COO of iCast

LOCATION: Boston University School of Management, 595 Commonwealth Avenue, Boston, MA 02215

SCHEDULE: SATURDAY, MARCH 19, 2005

7:45 a.m.	Registration	
8:30 a.m.	Dean's Welcome	
8:45 a.m.	Opening Keynote Speaker: MARGARET HEFFERNAN	
9:30 a.m.	Break	
9:45 a.m.	Panel I: Accelerating Your Brand in an Established Company	Panel II: Building Your Brand in an Entrepreneurial Environment
10:45 a.m.	Networking Break	
11:15 a.m.	Workshop I: Building Your Brand: Financial Implications	Workshop II: Negotiating With Confidence
12:30 p.m.	Lunch with Keynote Speaker: HELEN GREINER	
2:00 p.m.	Panel III: Defining Your Brand Early in Your Career	Panel IV: Repositioning Your Brand Throughout Your Career
3:15 p.m.	Closing Keynote Speaker: ROSA GATTI	
4:00 p.m.	Reception	

REGISTRATION IS LIMITED!

Register today at bu.edu/entrepreneurship/wlf or call us at 617.358.1971

FEES:	Early Bird Registration (before March 1)	\$99
	Regular Registration	\$129
	BU Faculty and Staff	\$39
	Non BU Students	\$39
	BU Students	\$29

LEARN HOW TO ACHIEVE PERSONAL BRAND RECOGNITION AND IMPACT THE ORGANIZATIONS YOU WORK WITH AND THE WORLD AROUND YOU!

The 4th Annual Women's Leadership Forum showcases world-renowned women executives and entrepreneurs as speakers and panelists in an exciting one-day event. Our dynamic speakers and interactive panel sessions will give you the rare opportunity to participate in lively conversations and discussions with a variety of successful women leaders. Learn the tips and techniques that helped leading women executives and entrepreneurs build their personal brand and rise to higher levels of achievement.

JOIN US ON MARCH 19, 2005 to discover how developing your own brand can:

- Help you craft and communicate your unique competencies
- Empower your career and rise to higher levels of achievement
- Create opportunities and establish your credibility
- Inspire you to take risks
- Help you overcome stereotypes in a male-dominated workforce
- Open paths for you to achieve personal and professional goals

PANEL AND WORKSHOP SESSIONS

Panel Sessions

Four panel discussions are offered throughout the day. During the morning sessions you will explore how branding can accelerate your career in either an entrepreneurial setting or an established company. The afternoon panel sessions focus on ways to define your brand either early in your career or as your career progresses. These interactive sessions give you the opportunity to hear from role models as they provide valuable insight into the skills and tactics that helped them become successful leaders and trendsetters in their industry. Their personal stories of business triumphs and disappointments will inspire you to take risks in your own career and discover the value of personal branding.

Workshops

Two concurrent workshops are offered at the 2005 Women's Leadership Forum. The first workshop entitled: *Building Your Brand: Financial Implications*, helps you determine your goals, create realistic objectives and make smooth transitions as your needs change, giving you the financial freedom required to achieve these objectives.

The second workshop entitled: *Negotiating with Confidence*, shows you how to successfully prepare for each negotiation, manage the messages you send, and identify powerful moves and counter-moves that will launch your career forward and help brand yourself.

Women
Lead

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THE 2005 WOMEN'S LEADERSHIP FORUM KEYNOTE SPEAKERS:



ROSA GATTI, Senior Vice President of Communications, ESPN

Rosa has been responsible for ESPN's public relations since its first year of operation as a single network. Today, she oversees the communications initiatives for ESPN, Inc., a multimedia sports entertainment company including domestic and international television, radio, Internet-based programming and other media. She and her staff also coordinate publicity with other ESPN ventures, and the ESPN Zones, sports-themed interactive restaurants. She has received numerous honors for her work in the community.



HELEN GREINER, Founder and Chairman of iRobot

As Chairman of iRobot, the makers of the Roomba robotic vacuum, Helen was named the Ernst and Young New England Entrepreneur of the Year for 2003 (with iRobot co-founder Colin Angle). Under her leadership, iRobot has been delivering robots into the industrial, consumer, academic, and military markets. She was honored as a Technology Review Magazine "Innovator for the Next Century," invited to the World Economic Forums as a Global Leader of Tomorrow, and has been awarded the prestigious DEMO God Award at the DEMO Conference. Her 15 years of experience in robotic technology includes work at NASA's Jet Propulsion Laboratory and MIT's Artificial Intelligence Laboratory.



MARGARET HEFFERNAN, President and Chief Operating Officer of iCast

In her current role, Margaret oversees the production, programming and business development operations for iCast. Her career in multi-media includes film, television, radio, multi-media software and the Internet. Heffernan conceived of and produced CMGI's first multi-media Internet site, ZineZone, where she served as its President and CEO. She was a TV producer for the BBC and previously produced music videos with Virgin Records and the London Chamber Orchestra. She is the author of the recently published book, *THE NAKED TRUTH: A Modern Woman's Manifesto on Business and What Really Matters*.

SPONSORS: BROWN RUDNICK, DELOITTE FOUNDATION, THE COUNCIL FOR WOMEN'S ENTREPRENEURSHIP AND LEADERSHIP, AND THE ENTREPRENEURIAL MANAGEMENT INSTITUTE AT BOSTON UNIVERSITY

REGISTRATION FORM

Please check here indicating permission to include your contact information (name, title, company, phone number, and email address) on a list of attendees to be distributed at the conference.

Name and Title _____
 Company _____
 Industry _____
 Mailing Address _____
 City _____ ST _____ Zip _____
 Phone _____ Email _____

PLEASE SELECT ONE OPTION FOR EACH TIME BLOCK

AM PANELS - 9:45	<input type="checkbox"/> Panel I	<input type="checkbox"/> Panel II
WORKSHOPS - 11:15	<input type="checkbox"/> Workshop I	<input type="checkbox"/> Workshop II
PM PANELS - 2:00	<input type="checkbox"/> Panel III	<input type="checkbox"/> Panel IV

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Payment Method:

- Check:**
 Make check payable to BU-WLF and mail form to:
 Council For Women's Entrepreneurship and Leadership
 Boston University School of Management
 595 Commonwealth Avenue, Room 570, Boston, MA 02215
- Credit card** Total Amount to be charged: \$ _____
- Mastercard Visa Discover
- Cardholder's Name (exactly as it appears): _____
- Card number: _____ Expiration: _____
- Signature: _____ (required)

How did you hear about the conference?

- Builders & Leaders Friend/Colleague Past Attendee
- BU Student/Alum Poster Women's Business Magazine
- CWE Article Email
- Other (please explain) _____

Registration fees include coffee break, lunch, and reception. Parking and transportation fees are not included. Walk-in registration subject to availability and \$30 surcharge.

Cancellation Policy

Registration closes March 1, 2005. All cancellations must be made prior to March 1, to receive a full refund. A \$39 administration fee will be withheld for all cancellations after March 1 (\$29 for BU Students). Substitute registrations can be made until March 17.



Center for Women's Entrepreneurship and Leadership
Boston University
School of Management
595 Commonwealth Avenue, Rm 570
Boston, MA 02215

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TAKE ADVANTAGE OF THE EARLY BIRD DISCOUNT!

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