



Hi, just a reminder that you receive this email because you are a member of the InnovationWomen.com community. Don't forget to add info@innovationwomen.com to your address book so we'll be sure to land in your inbox! No longer want to learn more about the exploits of our awesome speakers and/or get our sweet list of opportunities? Unsubscribe at the bottom of the page.



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COINCIDENCE?

Dear Innovation Women Friend

This week I spent some awesome quality time with Inbound's Laura Moran for the first in our new Innovation Women Event Manager Series. During the webinar (the main recording is now available on our [webinar page](#)) Laura and I talked about one of the things event managers dread - the onstage sales pitch. Soon afterward, in a conversation with another speaker (a very successful speaker), I heard these words, "I would never give a sales pitch on stage."



Yes, there is a time and a place for a sales pitch but onstage at conferences and events, usually isn't it.

Demonstrate your expertise. Change minds. Show people how to look at the world differently. But showing up with an overt sales pitch and you lose all credibility, especially with senior executives. When you are presenting, you are kicking off a new relationship. Trying to sell something immediately is like asking someone to marry you on the first date.

OK, no selling, but what can you do?

- Help your audience identify a problem
- Inspire them to seek a solution
- Educate them about options
- Show them a different path

Do it well and you've gained more than just a sale. I'm on Zoom at **9:00 am Eastern TODAY** (Friday) for our weekly group chat. You can [join me online](#).

Bobbie and the Innovation Women team

[SIGN-IN - EXISTING MEMBERS](#)

[SIGN-UP - ALL NEW MEMBERS](#)

SEE OUR SPEAKERS IN ACTION

Check out what our speakers are up to! You can find more upcoming Innovation Women talks [on the Events page of our website!](#) PLUS: Check out [this month's featured speakers](#) on our website!

And, now, you can visit our [Innovation Women Book Store](#), right on our website. All the books are written by our speakers! (It's a great perk for our speakers and makes it easy for you to go shopping for awesome gifts!)



[Ucheonye Maple](#) will partner with Amanda Goodson to discuss [The Power of Mentorship](#) on **January 23**.



[Morgan Berman](#) will present [Pivoting: When, Why, How](#) at Boston ENET on **March 2**.



[Jennifer Crawford](#) will present [The Pathways to a Successful 'Scale-Up'](#) at Boston ENET on **April 6**.

FROM ENET, THE IEEE BOSTON ENTREPRENEURS' NETWORK

TO: The whole team at Innovation Women



Thank you again for your great site. Innovation Women is a very valuable resource to me and others at ENET as we seek speakers for our meetings to inform and benefit founders, entrepreneurs and contributors to startup and early stage companies in tech, life science, ecommerce and other fields in New England and beyond. I have the great pleasure of reporting to you today that two of the excellent women speakers featured at your Innovation Women website have accepted my invitations to be speakers for upcoming ENET webinars (*editor's note: See above*). I am sure I can speak for ENET's Chair Millie Kwan and our whole ENET leadership team at how excited we are to have Morgan and Jennifer as upcoming speakers.

Keep up your great work! Best regards... Stay safe,

Rob Adelson

FIND PODCAST GUESTS ON OUR PLATFORM



Did you know? Innovation Women is a great place to find guests for your podcast. You can search for experts on a wide variety of topics and connect direct with the speakers. [Kim Meninger](#) found these two guests for her podcast, [The Impostor Syndrome Files](#), on the Innovation Women platform. In this case, we have one of our speakers, Kim, talking with other Innovation Women members. We work together and we all win.



Speakers - Do you have an upcoming speaking engagement, cool article you wrote, new book, news? **Email us** or reply to this newsletter so we can share it in upcoming newsletters, on our website, and our social media!

INNOVATION WOMEN EVENT MANAGER WEBINAR



Ask an Event Manager: Featuring Gloria Bell, Events and Marketing Manager at Women in Tech Summit (WITS) and TechGirlz

Gloria Bell brings over 30 years of successful business operations, communications, event management, and entrepreneurial experience. Gloria will talk about how to craft your talk proposal to get the event manager's attention and how to be the speaker that both the audience and the event manager want to come back. Come with your questions!

February 17, 2021, 12:00 - 1:00 pm ET - **register here!**

SAY 'HELLO' TO SOME OF OUR NEW SPEAKER MEMBERS

(Psst Speakers - fill in your profile to get featured here.)

Welcome to these new Innovation Women members!

Ariana Blossom - Ithaca NY, **Emily Hall** - Portland OR

Thanks to these Innovation Women members for renewing their membership! We have an AMAZING 2021 planned for you all!

Kadijatu Grace Ahene - York PA, **Carrie Harper** - Austin TX, **Kenise Etwaru** - New York NY, **Tannica Williams** - Fort Collins CO, **Katie Lyon** - Boston MA, **Deniz A. Johnson** - Boston MA, **Lori Lennon** - Boston MA, **Lisa David Olson** - La Crescent MN

Find out more about our new and returning members on our blog!

Every week we welcome our **new and renewing members** in our newsletter. (Well, at least the ones who add their picture and fill out the profile right away.) **Event managers** can invite these speakers (and others) to speak at their events by signing up for a free account on the Innovation Women website.

SIGN UP AS A SPEAKER TODAY: GET MORE VISIBILITY

Every week our speakers get brand new opportunities and there are even more on our website.

1. **2021 NJHIMA Annual Meeting** June 9-11, 2021 Atlantic City NJ **Deadline 2/15/2021** - Hospital and Health Care
2. **Digital Summit Washington DC 2021** September 9-10, 2021 Washington, DC **Deadline 2/28/2021** - Marketing and Advertising
3. **8th Annual Family Office Winter Forum** March 23-24, 2021 Online **Deadline 1/31/2021** - Financial Services and Wealth Management
4. **2021 CEL Convention** November 21-23, 2021 Louisville, KY **Deadline 3/15/2021** -

[Become a Speaker](#) - get opportunities like these, a profile on our site and more for only \$100/year!

NEW INNOVATION WOMEN PARTNER

Shoobx is committed to increasing equity in the innovation ecosystem. To further this goal, [Shoobx waives first year subscription fees for underrepresented founders.](#)



Equity. And Beyond. Shoobx helps companies position themselves for successful exits by combining equity management, corporate governance, fundraising tools, and documentation into one collaborative platform.

JOIN US AT LIONESS MAGAZINE



[Lioness for the Female Entrepreneur](#) is our digital magazine for women who are starting (or thinking about starting) companies. Lioness gives women the latest news, tools and resources to launch and scale startups. Lioness is the newest member of the Innovation Women family. This week you can read great articles like:

- [Lioness Changemakers: Lianna Kushi, EforAll](#)
 - [Product Management for Entrepreneurs](#)
 - [4 Tips for Hiring a Virtual Assistant](#)
-

MY SPEAKER LEADS DELIVERS SPEAKER LEADS, OF COURSE



[My Speaker Leads](#) delivers an easy-to-use and sort spreadsheet containing 100+ leads for speaking opportunities direct to your inbox every week. Add them to your CRM. Use this service (\$19.99/month) to supplement your own research or speed it up. Professional speakers often work with a virtual assistant or a sales person to follow up on leads like these. My Speaker Leads is all about helping you gain momentum in your speaking career!

ENTREPRENEURIAL OPPORTUNITIES!



Volta DemoCamp 2021

DemoCamp is an annual event for the Atlantic Canadian startup ecosystem to come together and showcase their innovative technologies to their peers, while reaching potential new customers or investors, as well as the rest of the community. **Applications are due January 24.** [More information here.](#)

FEATURED EVENTS

You can find the full list of the latest events and networking opportunities [on the Events page of our website!](#)



WITS Virtual Summits

The Women in Tech Summits will educate, inspire, and connect women in technology — and are now virtual for 2021. **Innovation Women Members can save 25% on registration for WITS Virtual Summits with discount code IW25**

[Spring 2021 Virtual Summit March 24-26, 2021 - register here](#)

[Fall 2021 Virtual Summit October 20-22, 2021 - register here](#)



BIWOC Gathering Circle - March 5-6, 2021

The goal of the BIWOC Gathering Circle is to create a dialogue among, Black women, Indigenous women, and women of color, health policy professionals and decision-makers, health care providers and relevant stakeholders about the key issues that uniquely or disproportionately impact on the health status and health care of women of color and people who are part of the LGBTQIA+ community. [More information here.](#)

Also check out events from:

- [Association for Women in Science Virtual Career Fair](#)
- [57th International Women's Conference](#)
- [2021 Women in Auto Care Week Virtual Event](#)

MENTOR OPPORTUNITIES

TOMORROW'S WOMEN TODAY

Tomorrow's Women TODAY, The Boston Women's Leadership Council believes that mentoring – whether formal or informal – is an extremely important component to professional career development. Mentoring programs provide an opportunity for members to connect with industry leaders and peers through formal and informal programs designed to enhance knowledge, while providing a friendly environment for addressing personal and professional challenges and successes. [More information here.](#)

INNOVATION WOMEN AMBASSADORS

Our local ambassadors help spread the word about [Innovation Women's](#) mission. Want to help us spread the word in your area - [contact us](#) and say, "I want to be an Innovation Women Ambassador!"

[Kathryn Rose](#) MA, [Michelle Tillis Lederman](#) NJ, [Nancy Shenker](#) AZ, [Laraine McKinnon](#) CA, [Emerald GreenForest](#) MA, [Catalina Valenzuela](#) FL, [Adrienne Garland](#) NY, [Lori Richardson](#) MA, [Tina Adolfsson](#) MA, [Miracle Olatunji](#) MA, [Sarah LaLiberte](#) NH, [Phylecia Jones](#) CO, [Pearlie Oni](#) - DC, [Amanda Nielsen](#) - VT, [Julia Geisman](#) - MA, [Kyri Allison](#) - RI, [Candice Benson](#) - NH, [Barbara Roche](#) - MA, [Tuija Kauppinen](#) - Finland, [Ilhiana Rojas Saldana](#) - MA, [Felicia Barlow Clar](#) - DC, [Janice Dru-Bennett](#) - MA/RI, [Debbie Pickus](#) - Chicago IL, [Yolanda/George Payne](#) - Valdosta GA

CONTACT US

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Visibility = Opportunity

A visibility bureau for professional,
entrepreneurial and technical women



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