



EQUALS GLOBAL PARTNERSHIP
BUSINESS & LEADERSHIP COURSE
FOR WOMEN IN THE TECH SECTOR
#EQUALSinTech

Session # 10: Marketing and Communications Strategies

31 July 2019

16:00- 17:00 GVA time

Hosted by ITC and BPW



Session Objectives: Presenting tips on leveraging social media for marketing

Proposed Agenda:

- I. Guest Presentation and Follow-up Assignment Instructions (40 min)
- II. Q&A (10 min)
- III. Closing Discussion (5 min)

Questions from the Audience:

- Please type your question in the chat box, including your name and organization.
- If time does not allow your question to be answered during the session, the moderator will send it to the guest speaker to respond in writing.



Introducing Naomi

www.equals.org

WE CREATE REMARKABLE
COMMUNICATORS



Naomi (Merz) Price 

Vice President Global Accounts | Communication &
Presentation Skills Training-Sales-Tech-Executive-Mandel
Communications

Denver, Colorado · [500+ connections](#) · [Contact info](#)



Mandel Communications



University of Nebraska-
Lincoln



Where you've been

www.equals.org

Course 1:

Women's Economic Empowerment and Entrepreneurship in the Digital World

Provides context for women and girls interested in starting a tech business: importance of women's economic empowerment, entrepreneurship, and leadership for growth, prosperity, and development.

31 October 2018

Course 4:

Interpersonal Communication

Participants will learn how to use leadership skills to work more effectively with others. It will provide an overview on communicating with others, how to develop trust, coaching, negotiate effectively and influence others, conflict management, and managing and leading change.

12 February 2019

Course 7:

Creating Pitch Decks and Obtaining Impact Investment

This webinar will discuss how to pitch a tech business as well as strategies and new opportunities for securing impact investment.

24 April 2019

Course 2:

Turning an Idea into a Tech Business

This webinar will provide an overview for women entrepreneurs as well as women working in technology companies on how to create a strategic business plan.

19 December 2018

Course 5:

Foundations of Leadership

In this webinar, you will learn about the aspects of everyday leadership: value creation, manage people, decision-making processes, team motivation, and understand why and how leadership skills are so critical to organizational success.

26 February 2019

Course 8:

Negotiating Contracts

Understand the basics of contracts, with a focus on contracts that are most relevant for SMEs in developing countries. This webinar will broadly explain the key terms SMEs must think about when negotiating contracts, including the price and currency of payment; what happens in case of non-performance; how to terminate the contract, governing law, and dispute settlement.

29 May 2019

Course 3:

Strategic Management

This webinar will help women identify the direction of their business, connect to new opportunities, and address challenges in starting their new businesses. Participants will learn how companies create and maintain value, how firms are organized, how the decision-making process works.

There will also be a focus on promoting gender-responsive practices to develop women as leaders in tech companies.

30 January 2019

Course 6:

Obtaining a Loan from a Commercial Bank and Maintaining Finances

This webinar will provide insight on how to approach banks for financing your business and will also discuss intelligent strategies for women entrepreneurs doing finances for their business. Also highlighting services offered by banks.

27 March 2019

Course 9:

How to Digitize your Business and Maximize User Design/Experience

Learn the basics for creating a website to showcase your business, with a specific focus on businesses operating in the tech sector.

26 June 2019



Your babies are BEAUTIFUL!

www.equals.org





Your ideas are BRILLIANT!

www.equals.org





Where we're going today

www.equals.org

Course 10:

Marketing and Communications Strategies

This webinar will help women in tech focus on leveraging new digital technologies and social media to produce effective marketing campaigns.

31 July 2019



Naomi Price
Vice President of Global Accounts
Mandel

in



Luke Wyckoff
Chief Visionary Officer
Social Media Energy

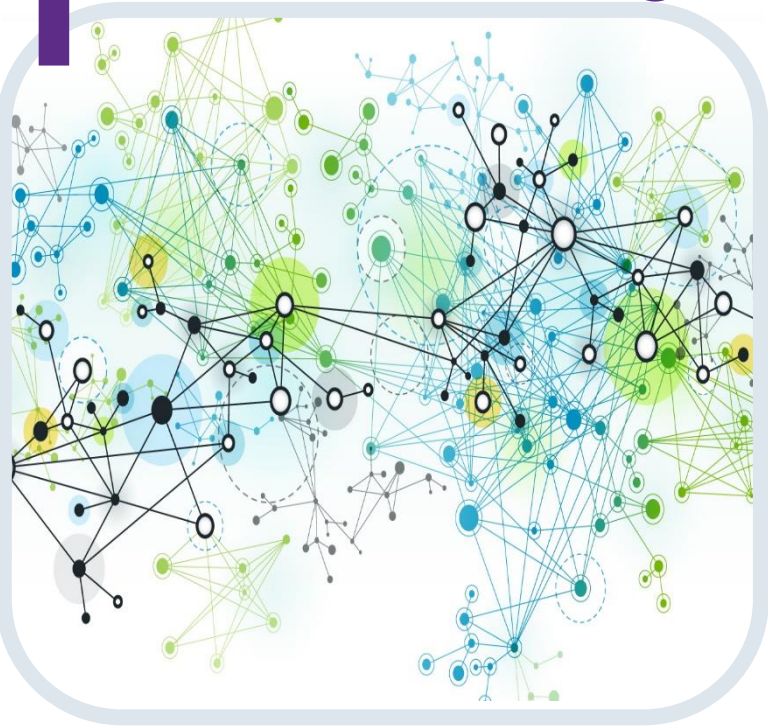
in



Where we're going today

www.equals.org

1 networking

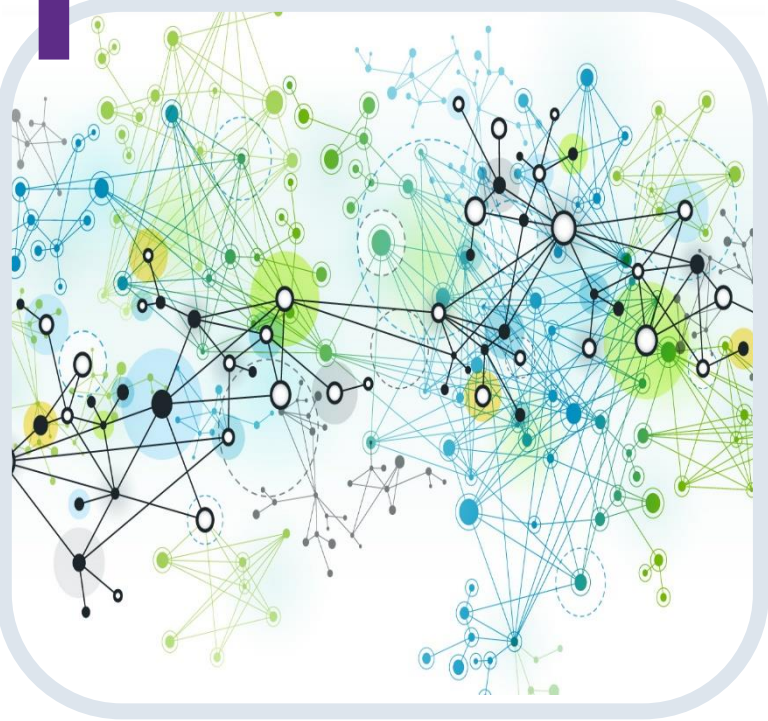




Where we're going today

www.equals.org

1 networking



2 mindset

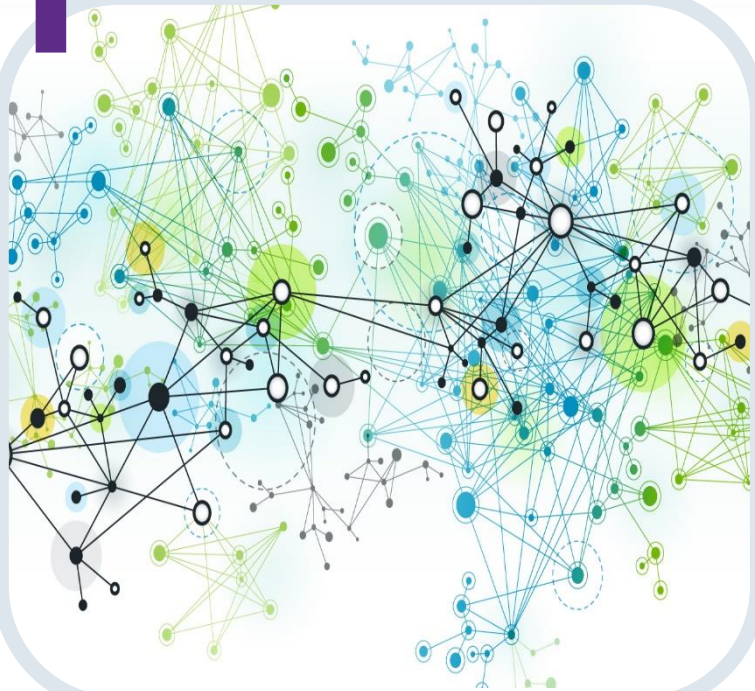




Where we're going today

www.equals.org

1 networking



2 mindset



3 technology

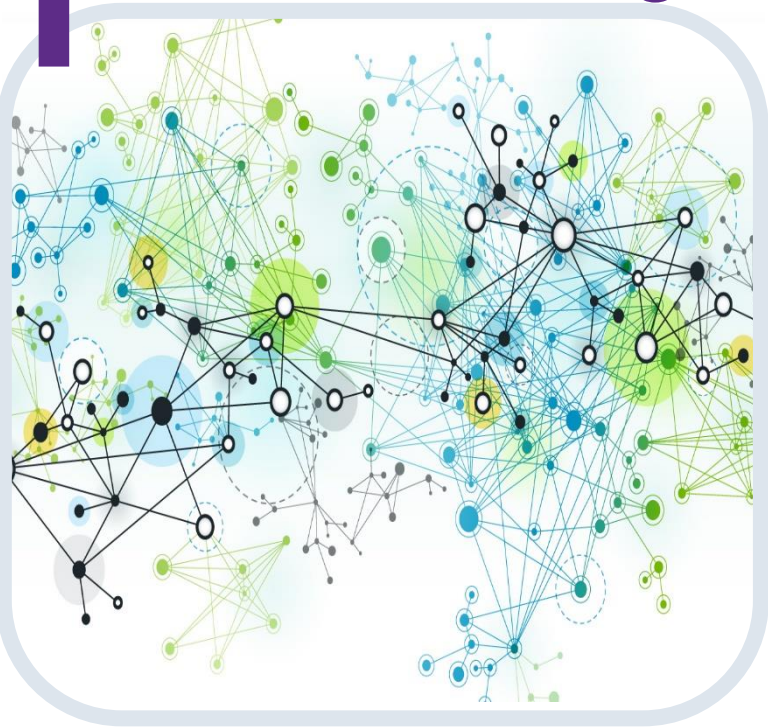




Connect the dots

www.equals.org

1 networking





Having a
GENUINE interest
in helping others



Have a plan

www.equals.org

Respect their time

Help them help you

Follow up with THANKS





Connecting is good for all

www.equals.org



Think of networking as a sport

www.equals.org





Introducing Luke

www.equals.org



Message

View in Sales Navigator

More...

Luke Wyckoff EMBA · 1st

Chief Marketing Officer at Social Media Energy, Keynote Speaker, Author

Denver, Colorado · [500+ connections](#) · [Contact info](#)



Social Media Energy



University of Colorado
Boulder - Leeds School of...

Highlights



190 Mutual Connections

You and Luke both know Charles Welsh, Thomas Frey CSP, and 188 others



Reach out to Luke for...

Advising companies, Joining a nonprofit board, Paid consulting.

[Message Luke](#)



Introducing Luke

www.equals.org



Message

View in Sales Navigator

More...

Luke Wyckoff EMBA · 1st

Chief Marketing Officer at Social Media Energy, Keynote Speaker, Author

Denver, Colorado · [500+ connections](#) · [Contact info](#)



Social Media Energy



University of Colorado
Boulder - Leeds School of...

Highlights



190 Mutual Connections

You and Luke both know Charles Welsh, Thomas Frey CSP, and 188 others



Reach out to Luke for...

Advising companies, Joining a nonprofit board, Paid consulting.

[Message Luke](#)



Think and act like a business owner

www.equals.org

1 networking



2 mindset



Recognize the value of your time

www.equals.org





No sales... NO SURVIVAL!

www.equals.org







Celebrate your successes

www.equals.org





Get up when you fall down

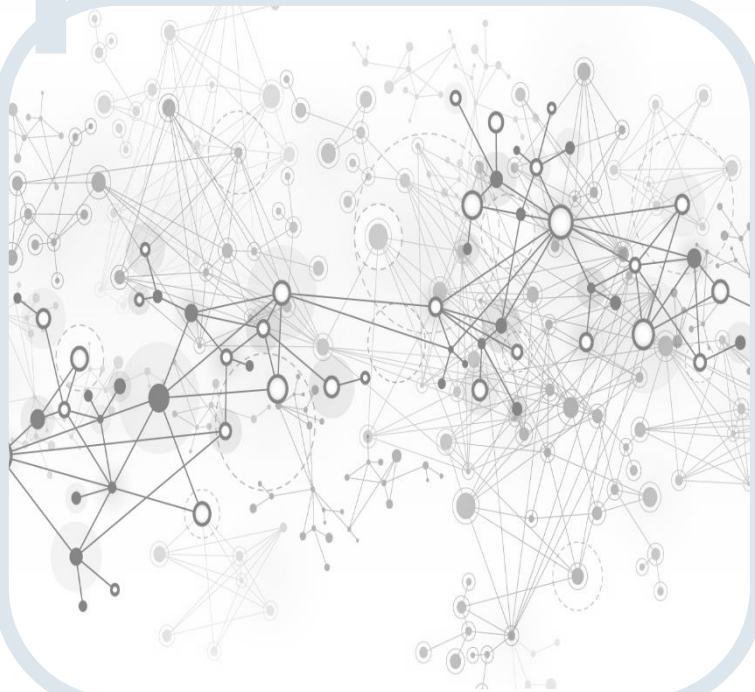
www.equals.org



Leverage tech to make money

www.equals.org

1 networking



2 mindset



3 technology





Types of social media “posts”

www.equals.org

Go LIVE

Stories

Video

Text with custom graphics

Text only



Sample post topics

www.equals.org

Thought leadership

Success stories

Featured partners

Customer highlights

Community service

Employee spotlights

Contests

Holidays

Products / services

Reposts

Calendar / events

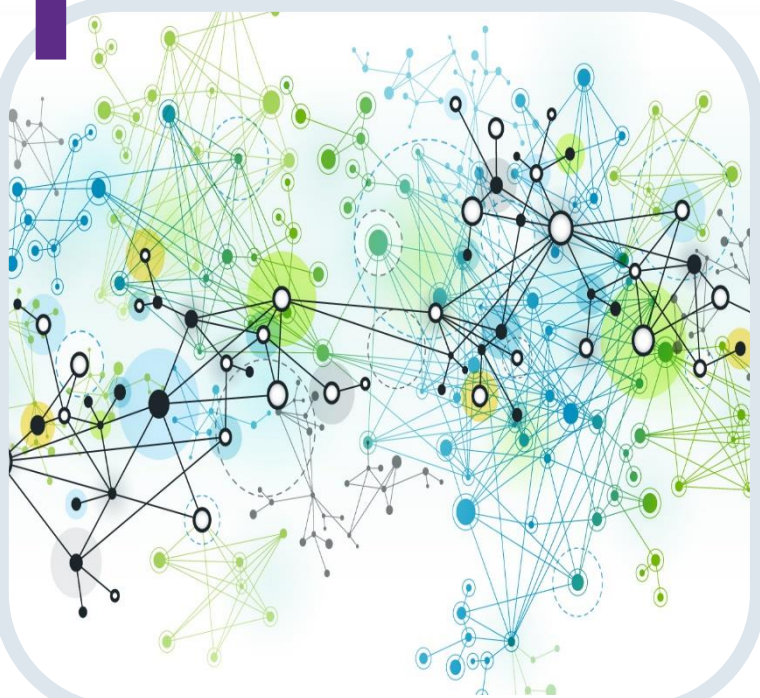
Humor (appropriate)



What we covered

www.equals.org

1 networking



2 mindset



3 technology





Q&A



Recommended read:

www.equals.org

***The Fine Art of Small Talk:
How To Start a Conversation, Keep It
Going, Build Networking Skills -- and
Leave a Positive Impression!***

by Debra Fine

[CLICK HERE for Debra Fine's website](#)



What's your FINAL assignment?

www.equals.org

1 Develop a social media post.

2 Choose one action you will take.

3 Decide how you will celebrate!

DEADLINE: 23 Aug. 2019



Please stay in touch!

www.equals.org



Click this link to connect!

[Naomi \(Merz\) Price](#)



Click this link to connect!

[Luke Wyckoff EMBA](#)



Our closing challenge to you

www.equals.org





For any course-related inquiries, please contact: womenandtrade@intracen.org
(using subject line: “EQUALS Business and Leadership Course”)

For any questions about the EQUALS Global Partnership, please contact:
equals@itu.int

Thank you!



THANK YOU !