



The Businesswomen's Association of South Africa proudly endorses the Women the Brand '06 Conference

The Businesswomen's Association is a non-profit, voluntary organisation committed to offering real value in the form of leading and training, connecting and supporting members and South African business.

The Association aims to be a united, non-racial business organisation that helps businesswomen to create connections on multiple dimensions - personal, professional and business - throughout their career. It acts as a lobby group on women's business issues, highlighting and publicising not only the barriers to success that may still exist but also the many opportunities available to women in South Africa today.

Through strategic partnerships with sponsors, other non-profit organisations, leading companies and business schools, it provides on-going events and opportunities to advance the interests and needs of women in business.

It is with these aims and objectives in mind that The Businesswomen's Association proudly endorses the Women the Brand Conference orchestrated by Top Conference and Events, in association with Top Women in Business and Government.

This event aims to promote the effective communication by the South African advertising and marketing industry to women as consumers. This event will provide insight into the profile of women consumers and shed light on the decision-making and thought processes women engage in when deciding what brands and products to buy. This is the ideal opportunity for South African businesses to become skilled in the art of marketing to women.

We specifically align ourselves with the intent of the conference to meet the needs of the advertising and media industries to modify their approach to dealing with or understanding women as consumers.

In light of this the Businesswomen's Association is proud to participate and support the Women the Brand Conference.

"Together, we create a dynamic forum to inspire & grow all women in business"

Yours sincerely

Tina Thomson
Chief Executive Officer