



Plan the **Exit**. Own the **Outcome**.

Helping ambitious women to **Build smart. Sell strong. Walk away winning.**

Partner With Purpose. Marketing Opportunities



Wednesday 19 November, 9:30am to 2:30pm, Mercure Haydock Hotel

About the **Event.**

80% of businesses put on the market never sell - and for women entrepreneurs, the gap is even wider.

Why? Because most founders only start thinking about their exit strategy when they have no choice - retirement, illness, an unexpected offer, or a sudden change in circumstances. By then, it's often too late to maximise value or protect their legacy.

This event changes that.

As part of **Global Entrepreneurship Week** and held on **Women's Entrepreneurship Day**, Plan the **Exit**. Own the **Outcome**. is a premium gathering for ambitious women in business - founders, partners, executives, and family business leaders - who want to take control of their exit strategy early.

Helping ambitious women to Build smart. Sell strong. Walk away winning.





Keynote **Speaker.**

Susanna Lawson

Built It. **Sold** It. Now She's Telling You **How.**

Susanna Lawson didn't start with a trust fund, a big team, or an office with a view. She started in her bedroom and built **OneFile** into the UK's leading learning and development platform with over 1.3 million users.

In 2021, she sold it to a major Canadian IT company in a multi-million-pound deal. No fluke. No lucky break. Just smart strategy, relentless graft, and knowing exactly how to make her business irresistible to buyers.

Today, as co-founder of **Circle of Trust**, Susanna is lifting the lid on what it really takes to sell for the number you want - and still have the energy (and desire) to start again. She's proof that you can start small, scale smart, and cash out big - if you play the game on your terms.



Event **H**ighlights.

- Keynote: **Susanna Lawson** - Co-founder of **OneFile** (sold in 2021) & founder of **Circle of Trust**
- Expert **Panel**: Valuation, Tax & Legal, Wealth & Legacy, People Strategy
- Interactive **Q&A**: Direct access to specialists and peers
- Select **Networking**: 50–60 curated guests - leaders, decision-makers, allies
- **Exhibitor** Zone: Services essential to exit-readiness
- Refreshments and **Lunch**



A golden opportunity to be the **Key Influencer** in your sector.

When you partner with us, you're not just sponsoring an event - you're securing face-to-face time with decision-makers who are actively looking for the right partners to help them take their next big step.

Why this **Audience** matters to **You**.

This isn't a general networking crowd - it's a curated room of driven women who are building businesses designed to deliver serious returns when they exit. They're leaders shaping their industries, setting the pace, and driving the way forward - and they're here to make their long-term strategy pay off.

For sponsors and partners, this means direct access to decision-makers who:

- Hold the budget and the buying power - they make the calls on strategy, suppliers, and investment.
- Run thriving, high-value companies - many with multi-six and seven-figure revenues, prime assets, and active growth potential.
- Think ahead - they're deliberately building future-proof businesses with a strong, profitable exit in mind.
- Seek expert guidance - they want the right legal, financial, operational, and strategic partners to help them maximise value when the time comes.

When you're in the room with them, you're not just marketing - you're positioning your brand as the go-to authority for women who are ready to make their next big move.





In Their **Words**: Why Our Events **Deliver**.

“What an absolutely amazing day at the Going for Growth event today. Inspiring women to build and grow their businesses. Thank you so much for having us.”

Louise Shepherd, Azets

“There were so many founding female leaders in attendance from all industries, it was a joy to speak to so many women with fascinating stories but what I enjoyed the most was the openness, talking freely of the ups and downs of business, the overwhelming element I took from the day was to "fail was to learn" and that everyone has failure at some point but it can be a driving force! Not many people would be comfortable to openly admit that business does not always work but it in this environment it felt safe to speak freely, I've always thought showing our vulnerability is our superpower but to see this at an event is rare, so I am really appreciative of being a part of this. I cannot wait to attend another event.”

Maria Chalis, James James Kitchens

“I had a brilliant time at the Going for Growth event yesterday. It was lovely to meet so many female entrepreneurs from the North and catch up with some familiar faces. We got to hear about the work British Business Bank does, the Northern Powerhouse Investment Fund and the importance of the Investing in Women Code. We also heard from the brilliant Christine Nichols and the journey of growth Atlantic Pacific Global Logistics has been on. Looking forward to the next event!”

Lauren Swanick, Brabners

“It's enabled me to make connections with great female founders and gain insights from people who have already grown and scaled their business, their learnings and lessons they have shared.”

Del Parsons, Del Parsons Coaching

Core **Content** Topics.

This is where our partners shine - sharing expertise, offering real solutions, and showing the value they bring to ambitious women preparing for their next chapter.

- Exit Options: Sale, merger, IPO, succession
- Valuation & Readiness: Building value & buyer appeal
- Tax & Legal: Minimising risk, maximising returns
- Wealth & Legacy: Financial freedom & impact post-exit
- People Strategy: Team retention & culture continuity
- Emotional Impact: Navigating identity & purpose after exit



Why **Partner** with Us?

- Targeted Audience: Meet decision-makers with significant business assets and influence.
- High-Value Networking: Engage in meaningful conversations with ambitious entrepreneurs - potential clients and collaborators.
- Thought Leadership: Position your brand as an essential part of a woman's exit-ready journey.
- Media & PR Exposure: Inclusion in event marketing, press releases, and social media coverage.
- Brand Positioning: Align with a premium, values-driven event that champions women in business.



Marketing Opportunities.

Event Sponsor (1 available)

Opening Address / Online Audience Survey
Panel Participation
Exhibition Space
5 tickets for lunch
Logo and bio on the webpage
Personalised graphics pack with signature for marketing
Logo on Graphics
Individual Social Media Post
Logo on Presentation
Focused eletter
Follow up email
Inclusion in press release with quote
Voxpop from event

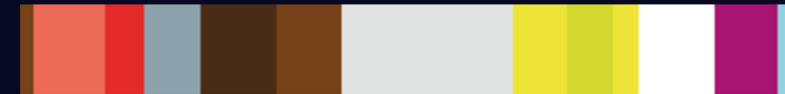
£1,950



Event Partner (4 available)

Panel Participation
Exhibition Space
2 tickets for lunch
Logo and bio on the webpage
Personalised graphics pack
Logo on Graphics
Individual Social Media Post
Presentation slide
Highlight in eletter

£990



Expert Exhibitor

Exhibition Space
2 tickets for lunch
Logo on the webpage
Individual Social Media Post
Logo incl in presentation
Logo on eletter

£345

Additional Tickets available £90 per person.
All rates shown incl VAT. Payment options available on request.

Let's **Talk.**

Be the Brand They Turn To.

Position your business as the expert voice and key influencer in your sector. Partner with us and put your expertise where it matters most - in front of ambitious women building and exiting on their terms.

Make sure when our audience is ready to act, it's **your name** they call first.

Contact

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About **GEW** and **WED**.

Global Entrepreneurship Week (GEW)

A worldwide movement held every November in 200+ countries to celebrate entrepreneurs and foster innovation, networking, and growth. Millions take part in events, competitions, and workshops each year.



Women's Entrepreneurship Day (WED)

A global initiative in over 140 countries celebrating, empowering, and supporting women entrepreneurs. WED shines a light on the economic and social impact of women in business and inspires action to close the gender gap.



Terms and Conditions.

By booking a service, event, or session with WIB360, you are agreeing to the following terms and conditions:

1. Booking Confirmation

Your booking is confirmed once payment has been received, either in full or via the first instalment (if applicable). You will receive an email confirmation once your booking is complete.

2. Payment Options

You may choose to:

- Pay the full amount at the time of booking, or
- Pay in three equal instalments on dates agreed at the time of booking.

3. Cancellation Policy

We appreciate that plans can change. However, to protect the preparation, planning, and promotional work that begins as soon as your booking is made:

- If you cancel within 30 days of making your booking, 50% of the total fee will be retained.
- If you cancel within 30 days of the event or service date, 100% of the fee will be retained, and no refund will be issued.

For Installment Payments:

- If you cancel after paying 1 instalment, that amount will be retained.
- If you cancel after paying 2 instalments, both will be retained.
- If all 3 instalments have been paid and you cancel within 30 days of the event, the full amount will be retained.

No further payments will be required beyond those already made at the point of cancellation.

4. Non-Attendance

If you do not attend the event or use the service without prior written cancellation, this will be treated as a late cancellation, and no refunds will be provided.

5. Changes Made by WIB360

In the unlikely event that WIB360 must reschedule or cancel the service, you will be given the option to:

- Transfer your booking to an alternative date, or
- Receive a full refund of any amounts paid

Note: By completing your booking, you confirm that you have read and agreed to these terms.