



## Get the **Inside Buzz** with Outstanding Women Speakers

### Who's Outstanding In...

#### I.T. – Information Technology



**Rosaleen Citron**  
CEO of WhiteHat Inc.

Amongst *Profit Magazine's* Top 100 Women Entrepreneurs for several years running, she is one of Canada's top women executives in I.T.



**Leesa Barnes**  
New Media Expert

She teaches insider tips on how to open doors, generate leads and make money using podcasts and other online, new media tools.



**Esther Dyson**  
Global Technology Futurist

As Editor at large at CNET Networks, Esther focuses on emerging technologies and business models: peer-to-peer, artificial intelligence, the Internet, wireless applications; emerging markets in Eastern Europe, and emerging companies.



**Robin Raskin**  
Parenting in the Digital Age

She is the former Editor in Chief of Family PC, former Editor of PC Magazine, and columnist for USA Today Online. Raskin is an outspoken advocate for parental involvement in raising digital kids, and has won numerous awards for her coverage of technology.

### Need a Speaker for Breast Cancer Awareness Month (October)?

These women have not only survived cancer, but have thrived as well. They offer enlightenment, humour, hope, empowerment, and wellness education:

**Marla Lukofsky** - This accomplished Canadian actress, comedian, writer and columnist shares her personal experience with cancer through warmth, humour and compassion.

**Dr. Marla Shapiro** - She is the Health and Medical Contributor for CTV's Canada AM, the medical consultant on CTV's National News, and the host of her own show Balance... Television for Living Well. She authored "Life in the Balance", which chronicled her brave battle with cancer.

**Carol Ann Cole** - As a breast cancer survivor, she founded the Comfort Heart Initiative, which has helped to raise over one million dollars for cancer research. Her personal bestselling memoir "Comfort Heart" was followed by "Lessons Learned Upside the Head".

**Linda Ellerbee** - She is an outspoken journalist known best for her work with NBC, is an award-winning television producer, a best-selling author, a breast cancer survivor, a mom, and a grandmother. She speaks about surviving in a changing world.

**Anne Jillian** - She is a three-time Emmy & Golden Globe Award winning actress and singer. Since 1985, she has added motivational speaker to her impressive list of credits. Her acclaimed movie "The Anne Jillian Story" brought hope to women fighting breast cancer.

### Event Tip WHAT IS YOUR EVENT'S CALL TO ACTION?

*With a great deal of time, effort and financial investment going into the planning of any function or meeting, it is crucial to consider how your event can lead attendees/participants to another desired result beyond the big day. Your event provides a rare opportunity to empower or motivate your group to a higher organizational goal. A call to action leaves your guests or participants with a desire or incentive to do more, spend more, perform more, ... whatever your ultimate goal is!*

#### Are you running a successful fundraising gala?

An example of a call to action would be providing your guests with a teaser or targeted promotion (yes, right at their dinner table at the event!) that will create some ticket sales for your NEXT gala or another related event. The promotion or incentive should be compelling enough that a ticket is sold that night or soon after the event.

**Are you holding a sales meeting?** Your meeting should end with a specific directive for your sales team to fulfill. Perhaps you have spoken about sales goals...but a call to action will become a smaller goal, more 'doable' in the immediate future. An example would be "the next salesperson to bring in a client over \$50,000 in the automotive industry will win a bonus of \$X".

**Perhaps your event is celebratory, such as a staff party or seasonal function.** Even these

lighthearted events can provide a platform for a call to action. In these cases, the call to action will be more subtle...but it should still be there! For instance, a party serves as a perfect venue to organize and encourage staff input on exciting new marketing and cost savings initiatives. Where and when else will you have your whole team together, pumped up and receptive? Take hold of this positive energy!

Your event is of relatively short duration – one night, one day, one weekend. But with the right planning, a call to action will provide for returns in the long run...

#### AND WHAT IS OUR CALL TO ACTION HERE?

Visit [www.outstandingwomenspeak.com](http://www.outstandingwomenspeak.com) on April 10 to find out about a new and exciting addition to our speaker offerings that will help your company further excel.

### WHO'S NEW?

We are pleased to welcome a new face to the bureau:



**Elizabeth Diane**

Elizabeth is a leader in girl-centered self-esteem initiatives. After 15 years of work in the education system, Elizabeth began to communicate her important message out to a global audience. Elizabeth co-founded *Listening With Heart 360*, an international organization designed specifically to be a signpost for girls and women in the areas of body image, relationships, and the power of a dream. She is also co-author of the book *Listening With Heart 360: Wisdom Women have Forgotten*.

### The Buzz on Us

Outstanding Women Speakers is managed by Carolyn Parks, President, and Lisa Reaume, Vice President. Together, they have 35 years expertise in the fields of event management, marketing, communications, promotions and fundraising.

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# Out Standing women

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