

# WOMEN MARKETING TO WOMEN

Does being a woman mean you know how to market to women? With the recent surge in women's networking groups, women's award dinners, and corporate women's initiatives, you would think we all know how to market to female clients. However, women who work in male-dominated industries face the challenge of having to adapt to - or even fully adopt – the male-style norms on which their industries are built. We're left with a choice between Golf Tournaments and Hockey Tickets or Spa Days and Fashion Shows.

In reality, building effective and enduring business relationships with women has less to do with activities and more to do with capitalizing on the understanding of women's communication styles, decision-making processes, and time pressures. Ironically, being a woman does not guarantee a storehouse of knowledge in effectively marketing to women.

If you are looking for lessons in gaining a female client's business – without painting your brochures pink – come and attend one of the most thought-provoking seminars in your industry!

## About Cristi Cooke

Cristi Cooke is the President of Majority Marketing - a company skilled at identifying lucrative untapped markets to help professionals and organizations maximize revenue. Based on over 15 years of consumer behaviour research and strategy work, Cristi has formulated a proven process for professionals to meet the needs of North America's most lucrative, untapped market today - women clients. She shares that process and her wealth of insights through High Heel Audits, Strategy Consulting, and Training & Speaking services.

**Date: Wednesday, April 23, 2008**

**Time: 5:30 p.m.**

**Location: Offices of Fasken Martineau**

**2900 – 550 Burrard Street**

**Vancouver**

**Cost: \$20.00**

**Please RSVP to Hayley Renfrew at [rsvpvan@fasken.com](mailto:rsvpvan@fasken.com)**

**Please Note:** Due to space limitations, your reservation may be confirmed only after our receipt of your payment of the meeting fee. Cheques should be made payable to "The Professional Women's Network" and sent to the attention of Hayley Renfrew, c/o Fasken Martineau DuMoulin LLP, 2900-550 Burrard St, Vancouver, BC V6C 0A3. Please ensure that you include your e-mail address and other contact information with your cheque. A receipt for payment will be issued at the event.