

Contact:

Jackie Cuyvers

866-931-3988

jackie@littleblackdressmedia.com

Little Black Dress Media LLC

PRESS RELEASE

All Female Roster of Successful Women Entrepreneurs Share Their Online Marketing Secrets

Women Entrepreneurs and female online marketing experts educate women entrepreneurs on Online Marketing strategies

CHICAGO, IL -- August 15 -- Women Entrepreneurs will be coming together for the first Online Marketing conference designed by women entrepreneurs - for women entrepreneurs. It will bring together the best in the business to educate and share best practices in the fields of online marketing, social marketing, blogs, email marketing and other online marketing strategies.

The Online Marketing for Women Entrepreneurs conference will be held at the Millennium Knickerbocker Hotel Chicago Tuesday Sept 9 from 8-1pm. Full information is available at <http://www.onlinemarketingforwomenentrepreneurs.com>

Women are starting businesses at 3 times the rate of men.* For the fabulous momentum that women owned businesses have created, it's not matched by their online presence. A recent study of women small business owners shows 40% don't have a website, and that 61% do no online marketing whatsoever.** This conference on internet marketing in Chicago will help in overcoming barriers of women entrepreneurs to marketing their businesses online.

This one day workshop is designed for women business owners, start-ups and individuals who are interested in learning not just how to get their business online - but get it noticed. Increased online awareness can contribute to new leads, sales and opportunities for a business - so learning how to maximize your online presence is essential to stay competitive.

Whether a business, or website is already actively engaging online marketing strategies or is new to online marketing, the Online Marketing for Women Entrepreneurs event will be an asset for women entrepreneurs interested in building their brand and increasing their exposure to new markets. Speakers at the event will provide information and instruction from beginner to advanced levels and Q&A time has been scheduled for each speaker to answer questions from attendees. In addition to the information and inspiration provided by the speakers, valuable resources and references will be made available to the attendees to keep up the momentum after the event.

"Women entrepreneurs and small business owners are multi-taskers, with a



drive to not just succeed in business but share their passion with others. Using the online marketing tools and social marketing platforms available helps spread their reach and share their excitement with new markets and potential customers," said Jackie Cuyvers, creator of the Online Marketing for Women Entrepreneurs event. "One of the key factors that helps make this event so unique and valuable to women entrepreneurs - is that we are providing inspiration and information from experts in online marketing and successful online entrepreneurs - all of whom are women."

This one day workshop will feature industry experts, speakers and networking opportunities, along with the opportunity to learn more about online marketing and how to implement new online marketing tools, and measurable ways to attract highly motivated customers.

Genevieve Thiers and Wendy Piersall Keynote

The featured keynote speakers are Genevieve Thiers and Wendy Piersall. Thiers is the founder and CEO of Sittercity.com, America's first and largest parent-sitter matchmaking website with over half a million users nationwide. A twin and the oldest of seven children, this babysitter-turned-entrepreneur is also the iVillage Babysitting Expert and has brought her babysitter expertise to the national media, including the Today Show, CBS Early Show, The Big Idea with Donny Deutsch, Martha Stewart Living Radio and more and has been named one of Chicago's 40 Under 40 by Crain's Chicago. Piersall founded Sparkplugging (formerly eMoms at Home), a blog network for business owners, freelancers & consultants who work at home, as a hobby blog in 2006. The site has grown rapidly to include 15 content channels authored by experienced entrepreneurs & parents. It is now the fastest growing site in the work at home niche.

* CENTER FOR WOMEN'S BUSINESS RESEARCH

* ** MICROSOFT LIVE SMALL BUSINESS. VISION TO VENTURE SURVEY RESULTS 6.6.08

About Little Black Dress Media LLC.

Online Marketing for Women Entrepreneurs (OMWE) is an educational conference created for women entrepreneurs by Little Black Dress Media LLC.

Little Black Dress Media LLC is an event marketing and media company with a focus on creating experiential events and branding opportunities for businesses targeting the women's market and offering marketing opportunities and educational opportunities to women entrepreneurs.

Little Black Dress Media LLC is headquartered in Chicago, IL and hosts events in and around Chicagoland and West Michigan.