

MAGNIFICENT *you*

WOMEN'S CONFERENCE

IGNITE THAT **ONE THING**
THAT WILL **CHANGE EVERYTHING**



UNLEASH YOUR BUSINESS

March 23 & 24, 2018

#MYonething #MagnificentYou



FRANCESCA ANASTASI

Founder of the Magnificent You Women's Conference

Welcome to the **Magnificent You Women's Conference**. It is my great pleasure to see you all here at the Inlet Theatre.

It is my mission to inspire and encourage every single one of you to live a better life, to have a better future and to always strive for the best. This is why I created the Magnificent You Women's Conference.

When I decided to organize this event, I wanted speakers who would help you succeed and help you succeed, and give you tools you can use right away. Every speaker here can do that. So be sure to connect with them throughout the conference, and even after.

Whether you have had your business for a while or you are considering starting one, this conference is full of strategies that you can action immediately. We encourage you to come together to share in the experience of being powerful and inspirational women and entrepreneurs.

Most conferences focus on content and not much **action**. This conference will give you content, but also place great emphasis on actions to be taken *after* the conference.

We want you to ignite that **ONE THING** that will change everything.

I'm so proud of all of you for being here.

Let's do this!

Francesca Anastasi

Founder and CEO

FA Coaching, Training and Consulting

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social media



@mywomenevents @mybizandlife
#MYonething #MagnificentYou

RECOGNITION

Thank you to all that have worked with us to make this event inspirational, fun, and possible.

Backstage Manager: Sally Marshall

Backstage Manager Assistant: Chris Hong

Administrations: Lesley Johnston

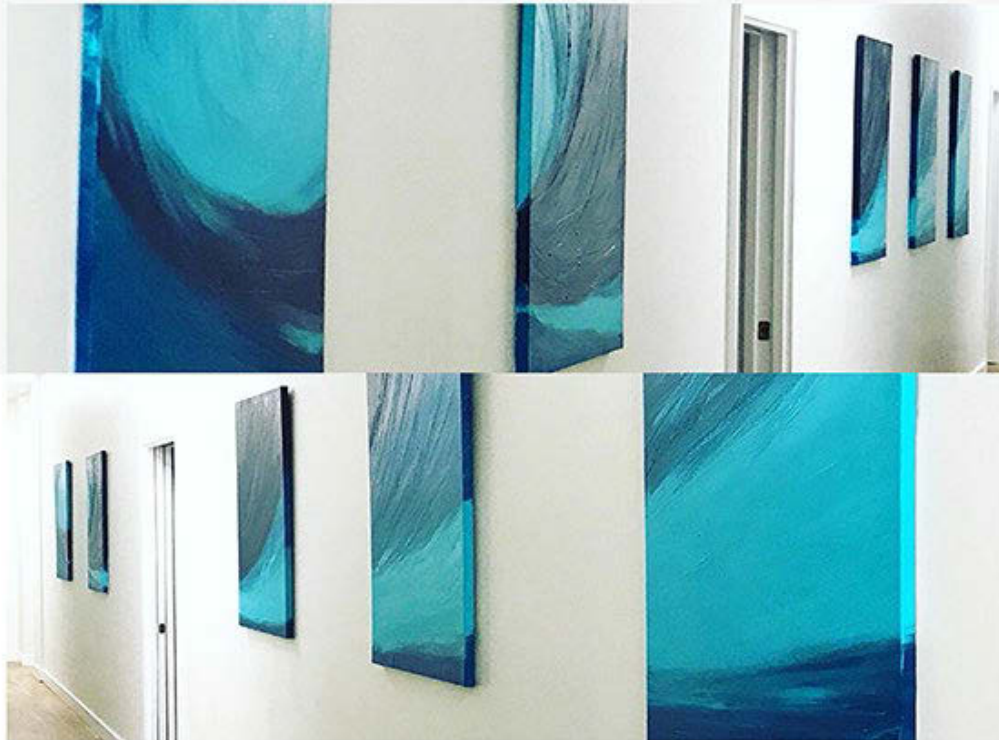
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Producer: Francesca Anastasi

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anitaalberto.com



Michela Quilici
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michelaquilici.com



NR

n8roy.ca



Jill
A. LUBLIN
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jilllublin.com



Nathalie Vocalist
nf@nathalievocalist.ca

nathaliesmusic.ca



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MC, SPEAKER



FRANCESCA ANASTASI

MC / International Speaker / Business Growth Strategist /
Coach / Trainer / Consultant / Host of the Succeed
Against The Odds Show

Francesca is a dynamic mentor, personal leadership trainer and business consultant to entrepreneurs from start-ups to well-established. She is dedicated to working with and empowering women of all ages, from employees looking to get ahead to budding entrepreneurs needing some guidance.

Her outstanding path over the years has led to the accumulation of numerous nominations and awards.

She is the producer and host of the *Succeed Against the Odds Show*. She is also the creator of the one-of-a-kind *Magnificent You Women's Conference* and the founder of the annual, international charity event *Shimmy Mob*.

FrancescaAnastasi.com



ELISA HAYS

IMPACT - A Crash Course in Leadership

DESCRIPTION

Elisa Hays lives half-assed. Literally. Half her rear-end was amputated in an ICU while surgeons raced to save her life. On March 1, 2014 Elisa was hit by a semi-truck going 65-mph, thrown 90 feet and impaled on a guardrail.

Today she speaks to audiences internationally while sharing her astounding experiences with honesty, humor and passion. Before the life-altering accident, Elisa spent 14 years as the owner of an international touring children's theater company with a mission to inspire imagination in families. Currently, as the founder of Hygienics Innovation, she holds North American patents-pending for the invention of a play-based hand washing system designed to make cleaning hands fun. Elisa Hays is passionate about leadership, design, women in business and healthcare.

She's a whole-hearted keynote speaker and a half-assed, creative entrepreneur who walks the talk and inspires others to lead with IMPACT.

BIO

After an 18-wheeler truck going 65 miles-per-hour hit her body, Elisa was propelled 90 feet through the air and ultimately into the position she is in now as a speaker, consultant and executive coach empowering organizations, individuals and audiences internationally.

Elisa shares her story and reveals the simple but powerful truths she uncovered through her miraculous survival. By applying her hard-won leadership lessons in leveraging adversity you will grow star performers, build powerful communities and create extraordinary impact - all without the messy bother of actually getting hit by a truck.

ElisaHays.com



JILL LUBLIN

Get Known Everywhere

DESCRIPTION

If you want to be the #1 Influencer in your industry, you've got to get bigger media visibility. Based on her international bestseller, *Guerrilla Publicity*, Jill shares simple strategies to help you go from unknown to newsworthy.

Sharing her proven secrets to understanding what the media wants, Jill provides you with short-term, doable tactics that boost visibility for you and your brand. Jill Lublin's expertise will drive prospects to your door and profits to your pockets!

BIO

Jill Lublin is an international speaker on the topics of Radical Influence, Publicity, Networking, Kindness, and Referrals. She is the author of 4 bestselling books including *Get Noticed... Get Referrals*, *Guerrilla Publicity*, *Networking Magic* and her latest, *The Profit of Kindness*.

Jill is a master strategist on how to position your business for more profitability and more visibility in the marketplace. She is CEO of a strategic consulting firm and has over 20 years' experience working with over 100,000 people plus national and international media.

Jill teaches *Publicity Crash Courses* as both live events and live webinars as well as consults and speaks all over the world.

JillLublin.com



GINA GONZALEZ

Organization and Planning: The Back Bone of Your Business

DESCRIPTION

You will learn about a simple tool that will give you direction on what exactly you need to do to get what you want, measure your progress and never lose track.

BIO

Former Architect Certified in Bioclimatic Architecture, co-owner of a construction company for over 17 years, Gina migrated to Canada 5 years ago.

Facing her immigration process gave her the opportunity to reinvent herself so she decided to move from Architecture to Life Skills Coaching, where she applies the methodology used in Design and Construction to solve complex problems as well as all the experience and knowledge gained through her immigration process, to help people plan strategies for success.

She's also certified on Emotional Intelligence and Founder at Gettinginsight.com where she dedicates her time delivering talks and workshops to empower immigrant women, business women and teenage girls through education in topics like values, mindset, parenting, family dynamics, relationships, goal setting and self-care.

gettinginsight.com



AZADEH YARAGHI

Your ONE IDEA - The Key to Your Success

TALK DESCRIPTION

Introducing an out-of-the-box idea that your clients or customers are NOT buying your products or services. What they are in fact buying is an idea and a brand promise.

Often, entrepreneurs make the mistake of focusing too much on their own end-game and forget to turn the focus on the perspective of their ideal target market.

By discovering the ONE IDEA that an audience actually buys into gives way to defining your brand, positioning, story, and ultimately how people connect with you and your business. It's quite empowering!

BIO

Azadeh is a Brand Strategist, #1 bestseller on Amazon, speaker, and founder of Gogo Telugo Creatives. With 14+ years of experience working locally and internationally (France, Italy, USA) in branding and marketing, she has built successful campaigns and picked up awards along the way.

She works with entrepreneurs and corporations who are looking to create an authentic connection between their company and audience, build a magnetic brand that attracts their ideal clients, and ultimately make a difference in the world.

She is a proud mentor at Futurpreneur, Advisory Board Member at Healthy Heroes Foundation, Community Leader at the David Suzuki Foundation, and past Communications Lead at the Vancouver Board of Trade Sustainability Committee.

In her free time, she dances flamenco and salsa, plays beach volleyball, and travels the globe.

gogotelugo.com



BAILA LAZARUS

How to Get Massive Exposure for Your Business in Traditional and New Media

TALK DESCRIPTION

This course will show participants how to save time by leveraging the marketing already done by traditional and new media channels to establish themselves as thought leaders in their industry.

BIO

Baila Lazarus is an award-winning writer and editor, a media strategist, speaker and instructor at Small Business BC. She was the managing editor of Glacier Media Magazines and Special Publications divisions, news features editor at Business in Vancouver newspaper, associate producer at CBC Radio and business commentator for Global Morning News.

Her 20+ years of journalism include print, radio, television and online production. She has been featured as a speaker for the BC Communications Forum, the GetSetGo! Summit, Vancouver Island Tourism and SOHO Victoria, among others.

She provides workshops, webinars and consulting sessions on media strategies to entrepreneurs for both traditional and new media.

bailalazarus.com



CHARMAINE HAMMOND

Make Your Dream A Reality: 3 Ways to get your dream project funded through collaboration, partnership and sponsorship

DESCRIPTION

You're here because you have a dream. If you're like us, that dream isn't about money, power or a way to escape life - it's a way to create a life with more meaning for yourself and others.

Our dream has always been to be able to wake up every day excited about what we get to do, who we get to do it with and knowing that what we do makes a difference.

If this is the kind of dream you want to be living, we're happy to share the steps we've taken to help make this kind of lifestyle a reality - supported by a team of believers cheering you on, each step of the way.

You're not sure of the next steps, how to find the resources, partners and funding to get your project off the ground and make sure that you get paid for all your hard work too. This feels pretty daunting...and likely a little overwhelming.

BIO

Charmaine Hammond, Certified Speaking Professional (CSP) has been in the business of changing lives for more than 25 years. This former Correctional Officer (yup! She worked in jails) and Corporate Dispute Resolution Expert now travels the world teaching the principles of leadership, collaboration and sponsorship.

As a bestselling author (of five books & featured in six others) and professional speaker she has had tremendous success in finding corporate sponsors to fund her printing, graphic design, venues, travel, media, technology, hotels, even her pet food and dog poop bags! She has developed sponsorship relationships with 100's of companies.

Her recent speaking and book tour, Million Acts of Kindness, involved a 14,000 KM tour in a 32 foot sponsored motor home, hotels sponsored for the team, and more than 40 businesses and retail chains raising funds in their stores/businesses to support this movement... A Million Acts of Kindness.

charmainehammond.com



JANICE PORTER

Maximize LinkedIn to Grow Your Business

DESCRIPTION

Is LinkedIn a mystery to you?

What does your LI profile say about you?

Are you frustrated with or underutilizing LinkedIn?

Looking to attract prospects and clients from LinkedIn?

BIO

Janice is a seasoned training specialist, focusing her training on how to authentically build relationships and communicate effectively, online and offline.

Janice has been a small business owner for several years and the heart of her business is training. She started her career as an elementary school teacher then transitioned into corporate training, which she did for 18 years, training a wide variety of people, from law firm receptionists to the CEO of BC Hydro.

Janice's training programs empower business professionals, entrepreneurs, sales teams, commissioned sales people, and job seekers to leverage the power of LinkedIn to maximize sales or connect with the network they need.

Janice's passion for people clearly shows through as she takes clients through her LinkedIn training programs. She knows how important it is in this day and age for people to know, like, and trust someone, before they will do business with them.

Janice creates an inclusive training environment that enhances learning and creates stimulating conversation with her participants. She works with groups of all sizes and individuals – both in person and online.

JanicePorter.com



KAREN MCGREGOR

How to Triple Your Income Through Speaking

DESCRIPTION

As an entrepreneur, Karen knows firsthand how powerful speaking can be to getting massive results - with high ticket sales and new clients in less than an hour's presentation. In just a few short months, she tripled the growth of her business, with low risk and high returns, and within a year, 10 X her business.

This knowledge has taken Karen loads of time to accumulate and refine and now she offers you the gems of her expertise so you can put these strategies into practice for yourself and experience big results!

BIO

Karen McGregor is a bestselling author, international speaker, coach, trainer and the founder/ CEO of the Speaker Success Formula. Her company helps entrepreneurs create, structure and deliver compelling presentations to monetize their expertise and launch successful speaking businesses. Using her Speaker Success Formula, Karen attracts a wide range of clients from Olympic athletes, health experts, elite artists, and musicians to coaches, financial advisors, real estate experts, bestselling and aspiring authors.

Karen is a premier monetization specialist dedicated to helping conscious entrepreneurs spread their messages, sell their products/services and transition into successful speakers. As a speaker sharing the stage with Deepak Chopra, Brendon Burchard, Loral Langemeier, Marci Schimoff and others, Karen knows how to inspire and educate entrepreneurs to navigate through speaking business uncertainties to arrive at success.

Recently Karen donated her time to assist influencers across North America in successfully presenting their life-altering messages: Karen coached TEDx Women Gastown 2016 (Vancouver, BC) presenters, a contestant for a half million dollar successful Dragon's Den pitch (2017) and contestants of the Shape Your World Society "Total Makeover Challenge" in Abbotsford BC (2017). She was recently nominated for the Canada-wide Women of Inspiration awards under the category of Change Maker.

SpeakerSuccessFormula.com



NAFISSA SHIREEN

7 Attributes of 7 Figure Business Owners

DESCRIPTION

What do millionaire entrepreneurs do differently? It's not actually what they do, it's WHO they are being. Master these 7 Attributes and create the life you desire.

BIO

Nafissa Shireen is host of Living Forward TV & the founder of Living Forward Business & Lifestyles Inc., an International Business & Success Coaching company dedicated to providing entrepreneurs the tools, strategy and step-by-step guidance to build a thriving business around their personal freedom.

Her 25 years of diverse experience includes building and working with creative 6, 7 and 8-figure entrepreneurs as well as serving on the executive team of multiple 8 and 9-figure gold and copper mining projects in North America.

Having risen above her own story of struggle, and 6 figure debt, she transitioned from her corporate career to a freedom-based lifestyle as a self-made millionaire, employing the same strategies she teaches today.

She has been happily married for 18 years to her husband Michael, who is also a successful entrepreneur and sales professional.

Living Forward Business & Lifestyles Inc. was founded on Nafissa's core belief that we always need to be in forward motion, and that by doing so, individuals have the power and the choice to create the exact life they desire for themselves.

nafissashireen.com



SUE FERREIRA

Which Year Are You Marketing In?

DESCRIPTION

«99% of people don't market in the year that we actually live in» - Gary Vaynerchuk.
Which Year Are You Marketing In?

BIO

To her eternal surprise, Sue found herself an unlikely entrepreneur in her mid-sixties, after spending over 40 years, as a physician, who transformed her world to video marketer, in her mid-sixties.

Yes, she is frequently asked why and her physician friends think she's crazy!

wisdomtowealthmastery.com

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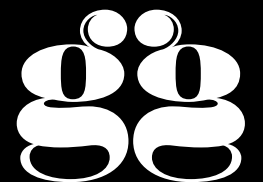
What is that **ONE THING**
you contribute to your clients?

Build your brand on that.

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OF THE MAGNIFICENT YOU WOMEN'S CONFERENCE**

A professional portrait of Francesca Anastasi, a woman with long, wavy brown hair, wearing a black blazer and a necklace. She is smiling and looking directly at the camera. The background is dark with bokeh light effects.

"I went from broke
to 6 figures in 18 months.
I can help you do the same"

Francesca Anastasi, Founder and CEO

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