

## Enterprising Women Network Meeting February 7<sup>th</sup>, 2012

A B2B network for female business owners



**Date:** Tuesday February 7th 7pm to 9pm  
**Venue:** Fitzpatrick's Castle Hotel, Killiney  
**Topic:** **Appreciation Marketing**  
**Guest Speakers:** **Abigail O'Donovan**  
[www.appreciationmarketing.ie](http://www.appreciationmarketing.ie)

The deepest craving in human nature is the craving to be appreciated. An estimated 68% of customers who leave a business do so because of perceived indifference, they feel unappreciated. Discover not only how to keep the customers you already have but how to turn them into referral evangelists for your business. More than just a 'how to', you will learn the deeper dynamics involved that could change the way you think about marketing forever.

Abigail O'Donovan is an Appreciation Marketing Advocate and International Team Builder with SendOutCards. Her aim is to inspire and assist businesses to implement an Appreciation Marketing Strategy which reduces costs, increases customer retention and referrals leading to sustained growth and profitability. *"It's pretty simple really, people go where they feel appreciated and they tend to stay there."*

**Agenda:**  
7:00pm Open Networking  
7:30pm Introductions  
7:45pm **Appreciation Marketing**  
9:00pm Finish

Email: [angela@dlrceb.ie](mailto:angela@dlrceb.ie) or reply on our Facebook event to book your place. Guests welcome.