

# WHEN WOMEN CONNECT, THE WORLD CHANGES

A dynamic conversation among SA's foremost female leaders is inspiring other women to tell their stories of leadership and change

Women need safe, supportive spaces to tell their stories, spread the word of their leadership abilities and connect with one another. With this in mind, Debby Edelstein, women's leadership consultant and co-founder of QualityLife Company, initiated the annual Women's Leadership Conference, now in its sixth year, which boasts a slew of accomplished women leaders on its panels.

This year's conference is set for March 2011 in Johannesburg and Cape Town and will include keynote speakers Ferial Haffajee, Editor-in-Chief of *City Press*, Dr Lulu Gwagwa, CEO of Lereko Investments, Elaine Rumboll, Director of Executive Education: Graduate School of Business (Cape Town) and Yvonne Johnston, marketer-at-large, national brand-builder and strategist.

Entitled "We Are the Leaders We've Been Waiting For", the conference will highlight the leadership qualities women already possess in their personal and professional lives and show them how to fast-track their path from good managers to great leaders. These characteristics are regularly highlighted in the women featured on DESTINY's pages.

The panellists will look at how women are advancing through digital channels and how their stories change lives. They'll also explore significant barriers to female leadership and mentoring, and whether women support each other's rise to leadership positions - or pull each other down.

Join Debby Edelstein as she chairs these speakers and other panellists - including authors, bloggers, business owners, poets and even a reformed drug addict - as they discuss how women's stories, told out loud, change lives and challenge the numerous myths about female leadership.

If you aspire to be an achiever and leader in your business or community, join us at the sixth Annual Women's Leadership Conference: "We Are the Leaders We've Been Waiting For".



## JOHANNESBURG EVENT

Venue: Sunnyside Park Hotel, Parktown

Date: 10-11 March 2011

Time: 8.30am-4.30pm daily

Cost: R6 300 excl VAT (two-day event)

## CAPE TOWN EVENT

Venue: Peninsula Hotel, Sea Point

Date: 18 March 2011

Time: 8.30am-4.30pm

Cost: R3 150 excl VAT (one-day event)

For further information about the conference or to purchase your ticket, contact QualityLife Company on tel: 011 880 9749 or visit: [www.qualitylife.co.za](http://www.qualitylife.co.za).

**Six DESTINY readers can win tickets to the conference in Johannesburg and Cape Town. To enter, SMS the words LEADERSHIP CONFERENCE to 34427 before 3 March 2011. (Each SMS costs R2.)**