



For Immediate Release:

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Light of Gold PR hosts the 2nd Annual Gold Women's Business Connect Conference at Berkeley College - Bryant Park, NYC on Friday, March 20th in honor of Women's History Month

Breakout Session Speakers will share tips and strategies for Cohesive Marketing, Entrepreneurial Mindset and Goal Setting, Broken Branding, Business Growth, and Sales Tactics!

(Thursday, March 5th, 2020 - New York, NY) - In honor of Women's History Month, the **2020 Gold Women's Business Connect Conference - NY** will feature powerful information from five Speakers. These Experts will **enlighten, empower, and educate** on today's important topics for **professional business women!** An expected **50 attendees** will walk away with **new knowledge, tools, and resources** that can be applied right away and meet new contacts to add to their networks and improve their bottom line.

Our Breakout Session Speakers will educate attendees on **Women's Empowerment and Economic Development** in their businesses. The **Gold Women's Business Connect Conference** will shed light on **Women's Empowerment and Economic Development** with a spectacular group of five experts to address useful topics. **Adrian Miller** will cover **Effective Tactics That Will Make You a Sales Superstar**, **Scott Mason** will cover **Growing and Scaling your Business**, **Katanni Bramhan** will share tips on **How Your Brand Could Be Causing You to Lose Money**, **Malla Haridat** will share tips on **Entrepreneurial Mindset and Goal Setting**, while **Debra Dixon-Anderson** will be speaking on **Cohesive Marketing that Gains You More Exposure**.

Women of today need to recognize and celebrate their achievements, whether big or small, but also look for ways to learn and grow. **Debra Dixon-Anderson** knows first hand what it means to be a woman running a business and the trials and tribulations that come with it.

Debra Dixon-Anderson, Founder and CEO of Light of Gold PR, said, *"I'm so thrilled that this year for the second time we are able to offer a Conference with a group of experts who will not only enlighten our attendees on the importance of Sales, Branding, Marketing, Image and Entrepreneurship. These are important topics for all professionals and business owners."*

According to *nawbo.org*, more than **11.6 million** firms are women's owned businesses. Of this 11.6 million, **5.4 million** firms in the U.S. are owned by women of color. These firms are collectively employing **9 million** people and generating around **\$1.7 trillion** in sales as of 2017. Atop of this, more than **51%** of female firms account for **39%** of all privately held firms, contribute **8%** to employment rates and **4.2%** of revenues. We've come such a long way through the years, but we're not done yet!

The **2020 Gold Women's Business Connect Conference** will be:

- **Date:** Friday, March 20th 2020
- **Time:** 8:30am – 12:30pm
- **Location:** **Berkeley College - Bryant Park**
 - 12 E 41st St., 2nd Floor, between Madison and 5th Avenues, New York, NY 10017

Empowerment & Economic Development

Friday, March 20, 2020
8:30 am to 12:30pm
Berkeley College - Bryant Park 2nd Fl.
12 E 41st St. between
Madison and 5th Ave. NY, NY 10017

2020 Gold Women's Business Connect Conference

Price: \$40
Early Bird Special:
\$30 until Fri, March 13

Breakout Sessions on the Following Topics

- Cohesive Marketing that Gains more Exposure to Increase your Bottom Line**
By Debra Dixon Anderson, Light of Gold PR
- Entrepreneurial Mindset & Goal Setting**
By Malla Haridat, Breakthrough Business Coach
- Is Your Brand Causing You to Lose Money?**
By Katanni Bramhan, The K District
- Growing and Scaling Your Business**
By Scott Mason, Scott Mason LLC
- Effective Tactics that Will Make You a Sales Superstar**
By Adrian Miller, Adrian Miller Sales Training

What Sponsors and Partners are saying about working with the 2020 Gold Women's Business Connect Conference

Katanni Bramhan of The K-District "I'm excited to be a Gold Sponsor with **Gold Women's Business Connect Conference**. Since meeting Debra in 2014, we've had the opportunity to work on a number of projects and I'm happy to support. I'm a firm believer that if we are going to earn a living or 20, 30, 40 years of our lives, then we should spend that time doing what we love. It is my mission to help as many as possible build profitable brands that last over time."

Anna Notaro of Farmers Insurance said, "I am so excited to sponsor the Gold Business Connect Women's Event and partner with **Light of Gold PR** as they both help promote businesses and, specifically women-owned businesses, through networking and branding within the community. The connections made through **Light of Gold PR** have been very rewarding and any opportunity to give back, I'm there!"

Felicia Gomes-Gregory of Heels and Higher Achievement shared, "I have been honored to be a Financial Educator at previous events, but I am beyond excited to now be a PARTNER! Heels and Higher Achievement's mission is not only to empower the next generation of women leaders, but to promote the "gems" in our community. Surely, The **Gold Women's Business Connect Conference Event and Light of Gold PR**, is one of those "gems"!"

We are excited to also have the following Vendors: **Farmer's Insurance, Touchstone Crystal, The Corcoran Group and C&C Y Business & Marketing.**

Early Bird special is only \$30 and is running now until March 13th, 2020!

To register for the event, visit <http://www.goldbusinessconnect.com/calendar-1.html>

The Event also includes Breakfast Refreshments, Prize Drawings, several Vendor booths and a Fun Speed Networking Session that starts at 9:00am. For more information, feel free to email us at info@lightofgoldpr.com or call us at 212-786-6838.

Check out our Event Promo Video here: <https://youtu.be/wvPUHVXAE44>

ABOUT LIGHT OF GOLD PR, MARKETING, AND CONSULTING LLC:

Light of Gold PR, Marketing, and Consulting LLC, a 14 year old boutique PR Firm that specializes in public relations, marketing, brand management, media relations, promotions, reputation management, writing and content, web development, digital and technology. We shed light on the gold that exists in organizations, businesses, and individuals. It exposes the hidden treasures that exist in an organization and brings these treasures to light through. **Light of Gold PR, Marketing, and Consulting's No. 1 goal** is to position its clients for success. For more information, please visit www.lightofgoldpr.com and www.stayingtruetoandyou.com