

# BOSS Women



PIE  
ANALYSIS

## The Boss Women Evening

We have worked tirelessly to bring to you a group of outstanding women who have taken on the challenge the world has thrown at them, and through it all they have achieved unbelievable results.

Some walking to the North Pole, Some achieving keys to the city, Others receiving MBEs and various national awards.



An evening of  
“ Being Inspired  
& Inspiring  
Others.”

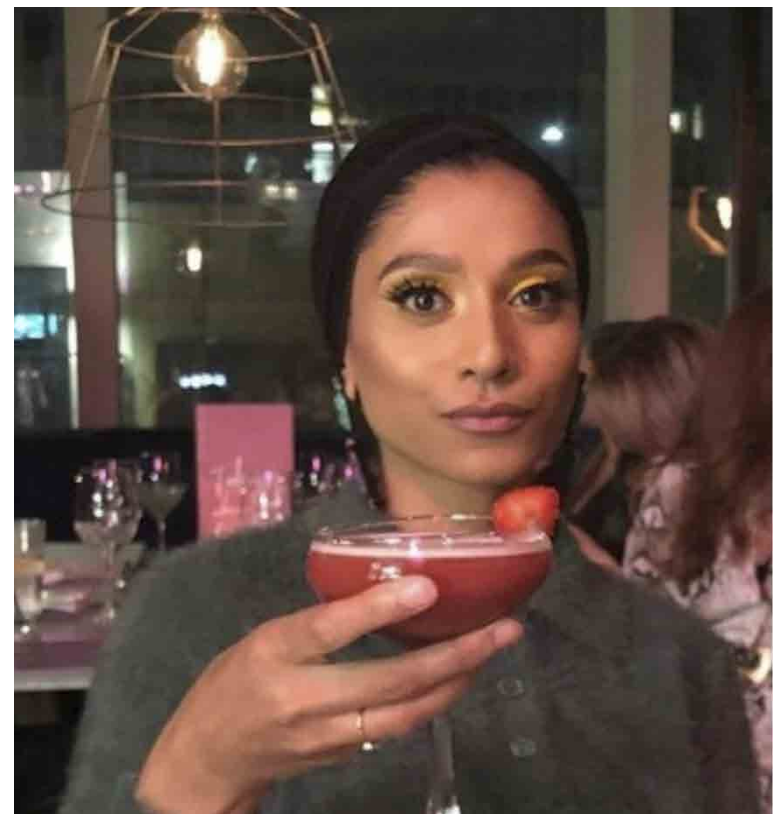
## Our Story

The concept of an evening in with boss women is to create a platform for everyone to have a voice, Share their experiences from their own journey and learn from others. We all take care of ourselves physically but we neglect our mind. We can only give a 100% when we are at a 100%. The event is based on evolving and socialising with people whom we don't normally have in our circles, a great way to learn and empower ourselves. A concept to get Northern women to share their experiences and celebrate the greatness in each other. An evening of learning, engaging with women from all different sectors. An evening to be inspired and inspire. Whether you are a brand owner, a lady of leisure or a mum juggling life we can all in some way inspire someone, come away feeling more in love with yourself

My name is Ru, I'm a mum of 3 who are starting to find their independence allowing me to question my position. I have worked, run my own businesses, I have done so many amazing things but lately I am a question mark ? I started to enquire to my friends what that question mark was .. I soon realised that so many of the people I was speaking to, were having the same question.

So I decided to get some answers and here I am. With 12 Unbelievable speakers and Industry movers & shakers.

**“I have worked, I run my own businesses, I have done so many amazing things but lately I am a question mark?”**



## 6 Amazing Guest Speakers

Who will be sharing their journeys & have an open discussion with the audience to answer our burning questions

1

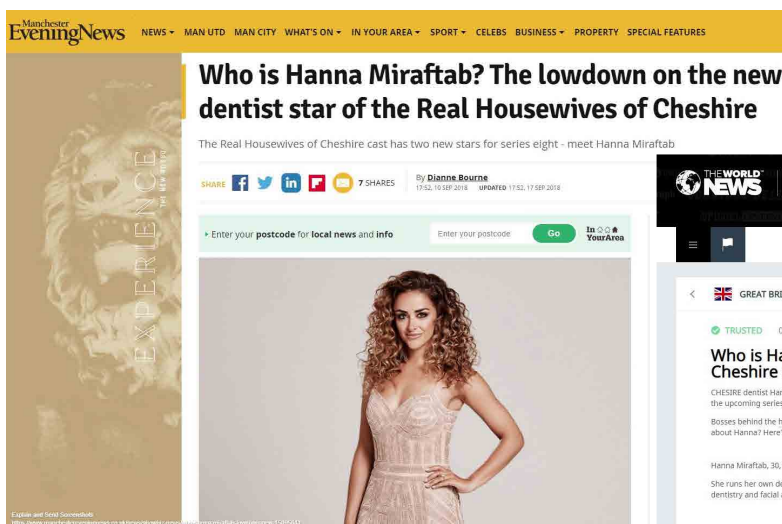
### Hanna Miraftab

 @hannamiraftab

Owner of Kiln Lane Dental

Hanna is an extremely successful Cosmetic Dentist as well as a cast member of The Real Housewives Of Cheshire

Hanna has kindly offered to take time from her super busy life to share with us her journey of balancing family life, career as a cosmetic dentist and what its like to be on ITV's The Real Housewives of Cheshire that is viewed by over 560,000 people.



# 2 Dr Erinma Bell MBE

@ErinmaBell

Community Peace Activist  
1st woman ever to have her sculpture in Manchester Town hall

"A sculpture made from melted down seized guns was unveiled on 26th of January 2017 to honour influential peace activist Dr Erinma Bell MBE DL."

Erinma co-founded the Community Alliance for Renewal, Inner South Manchester Area (CARISMA) to offer life chances for young people by giving them positive alternatives to street and gun crime. She was awarded an MBE for voluntary services to the community in 2008 and she has been made a Deputy Lieutenant of Greater Manchester in 2011. She is the subject of the opening chapter of Prime Minister Gordon Brown's book 'Britain's Everyday Heroes', and recognised as one of the most influential people in Greater Manchester. A Rotary Peace Fellow and sits on the North West Regional Committee of Crimestoppers, UK.



# 3 Misba Khan

@misbanorthpole

UK representative for and all WOMAN expedition team to the North Pole

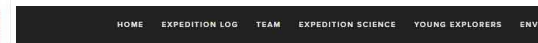
The Winston Churchill Memorial Trust is a UK based organisation that awards a number of Fellowships each year to those who are embarking on travel that will enable them to bring back knowledge and experience that will be of benefit to UK society. The Fellowships are awarded along with a substantial grant to help fund the travel.

Misba hopes this expedition would be able to form bridges between different cultures by encouraging women within and out of her community to gain new skills. She would "like to show people that those from all abilities and backgrounds can get involved in activities that may push themselves for their own self-development".

Misba was made a Fellow for her role in the Women's Euro-Arabian North Pole Expedition 2018 - an experience that on many levels has enabled her to bring back knowledge that will be of benefit to society in the UK; from the greater cultural understanding she will gain from working with the international team, to the expedition skills she will learn, to the first-hand knowledge of the Arctic Ocean. All of this will feed back into UK

society through Misba's work as a Chaplain in Manchester, her enthusiastic membership of the Ramblers and through her outreach work speaking to young people, women's groups and at events that focus on the British community. Misba won the rising star award.

We are so excited to have a relaxed intimate evening with Misbah to listen to her stories and for the participants to share their own achievements.



March 18, 2018

Congratulations Misba!

Wonderful news that UK team member, Misba Khan, has been made a 2018 Churchill Fellow.

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The team agree unanimously, that Misba is an inspiring asset to the expedition, a wonderful representative of the UK and will, no doubt, be an excellent influencer in her community and nationwide. We're very proud of you Misba!

WINSTON  
CHURCHILL  
MEMORIAL  
TRUST

# 4 Fatimah Vadia

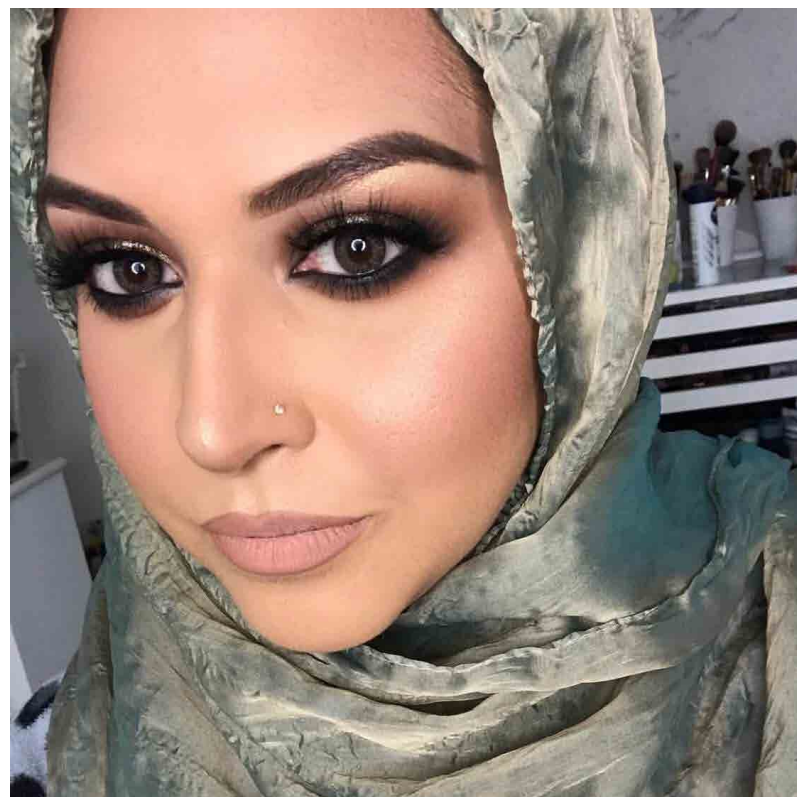
 fatimah\_vadia

Professional Makeup Artist,  
Spear head of the #beautyiseveryonecampaign

Fatima is an award nominated make-up artist who rose to even greater stardom working with victims of acid attacks, most famously the young manchester student Resham Khan who was randomly attacked in London.

This act, which horrified the nation was National news at the time. Hear the harrowing story and the amazing resilience of the human will and how in Fatimah's words #beautyiseveryonecampaign.

Learn what drives Fatimah, and hear her advice to like-minded individuals who have a passion for change.



SPOTLIGHT  
CELEBRATING YOUR UNIQUE IMPERFECTIONS  
AN AWARDS |  
A MAKE UP ARTIST HAS LAUNCHED A CAMPAIGN CELEBRATING THE IMPERFECT BEAUTY IN ALL WOMEN, INCLUDING ACID ATTACK VICTIMS

**THE BRITISH MUSLIM AWARDS 2019**

Partnered by

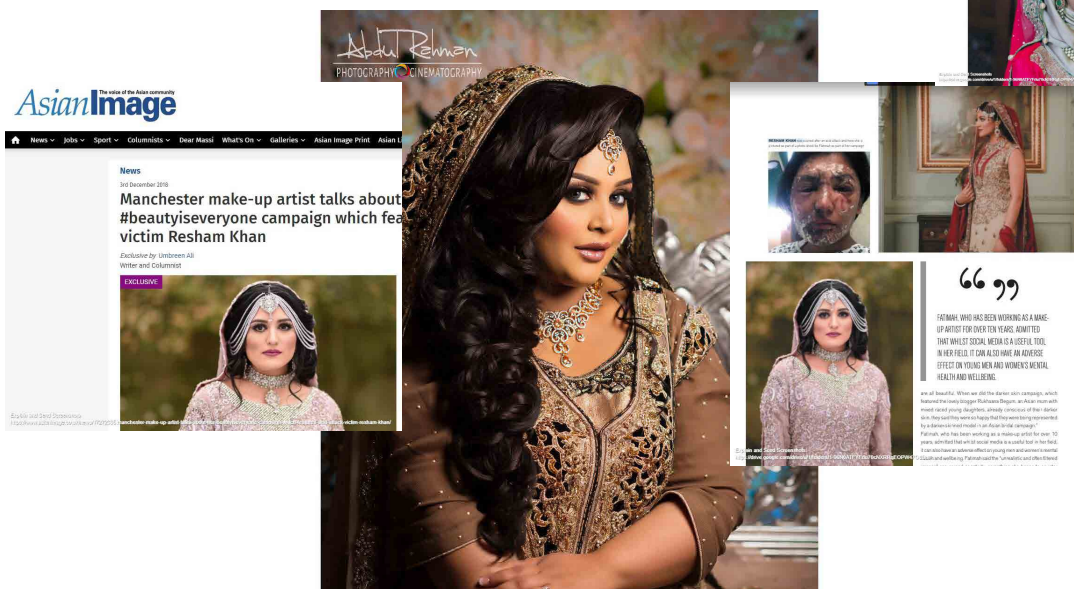
National Zakat Foundation  

**FINALIST**

  
**Fatimah Vadia Pro Mua**  
@fatimah\_vadia B R I D A L Hair & Makeup Artist Manchester based. 📞 Text only 07968 816098 Welcome to my creative world 🌍

954 Posts 15,079 Followers 2,674 Following Share

Exploit and Send Stickers  
[https://www.instagram.com/fatimah\\_vadia](https://www.instagram.com/fatimah_vadia)



# 5 Mari Rostern

 blomstra\_skin

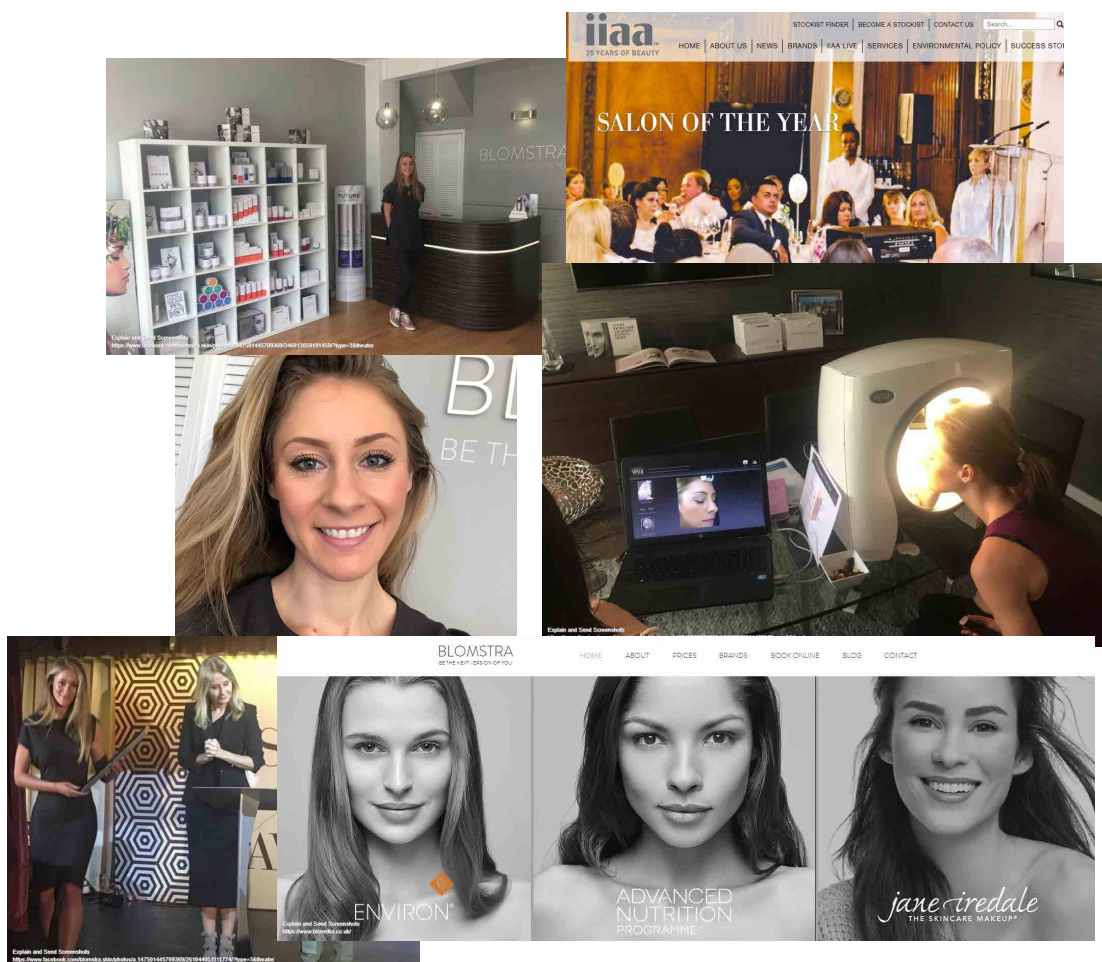
Owner of Blomstra  
specialising in Environ treatments

Having worked for Selfridges, Mari has opened her own results-focused, specialist skin clinic located at the heart of Greenmount village.

Mari will share with you her specialist knowledge in skincare, health and running a thriving business.



**Mari will share with you her specialist knowledge in skincare, health and running a thriving business.**



# 6 Zoya Imtiaz

 angelicdesserts

Founder of Angelic Desserts  
2018 Asian Wedding Award Winner

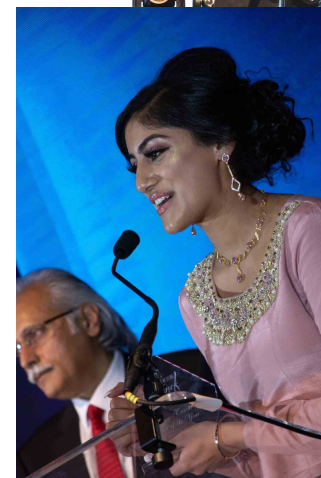
Zoya is an inspiring 18 year old who is balancing work experience and a super successful cake and dessert business to the Nation. She supplied many celebrities at such an early age, and while still at college doing her A Levels.

Zoya is such a grounded young woman who is relishing life. She has kindly accepted to be a speaker at the event despite it being during her exams!

We are extremely honoured to have Zoya share her experiences, dreams and how she manages to fit it all in.

All of our speakers will be available for questions. The event has been designed to be a relaxed affair. The aim is to feel like sitting in your living room chatting with friends over a little bite to eat.

**“How I juggle multiple platforms, Cakes creation, social media & college as a 18 year old”**





# Our amazing Influencers and Bloggers

Who will be mingling with us



**Kelly O'Donnell**  
Sports Presenter  
45.4K followers  
@kelly\_o\_donnell

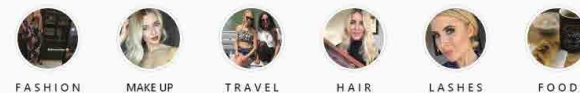


**Emma Campbell**  
Blogger & MUA  
53K followers  
@whatemmadid\_



whatemmadid\_ Follow 3,016 posts 57.5k followers 5,860 following

EMMA  
• Blogger: whatemmadid.com  
• MUA @powderroomuk  
• hello@whatemmadid.com  
BEST MCR BRUNCH VLOG  
youtu.be/y41Sp6KGAE



POSTS IGTV TAGGED

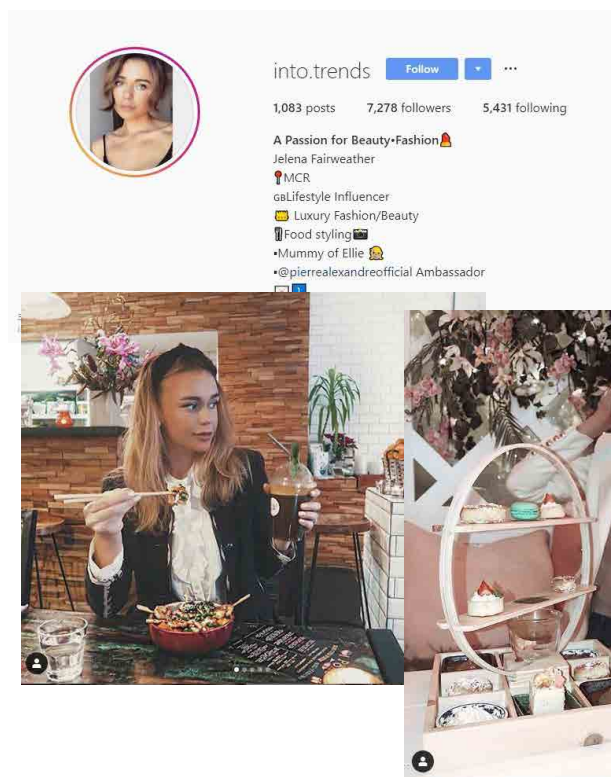


# Our amazing Influencers and Bloggers

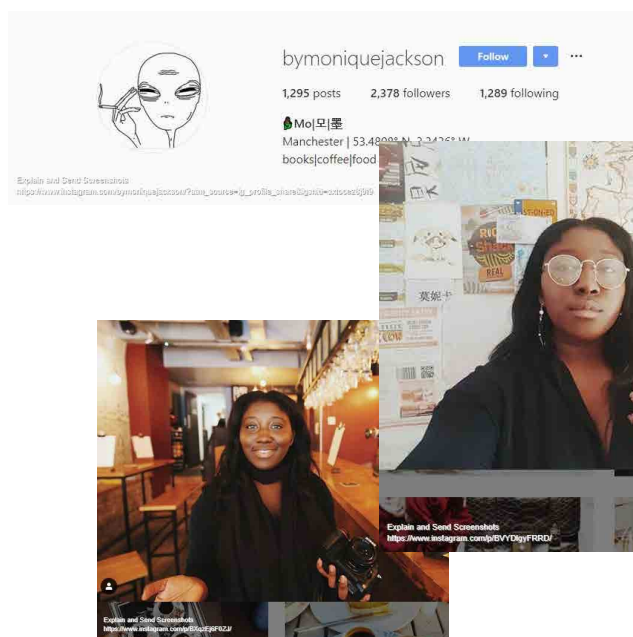
Who will be mingling with us



**Jelena Fairweather**  
Lifestyle Influencer  
7,273 followers  
@into.trends



**Monique Jackson**  
Blogger  
2,381 followers  
@bymoniquejackson

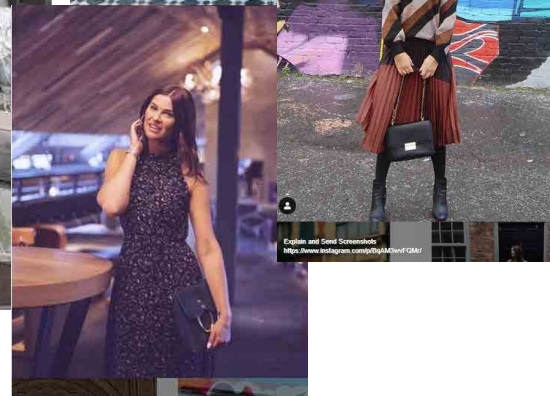


# Our amazing Influencers and Bloggers

Who will be mingling with us



**ELmartina**  
Fashion & Beauty influencer  
The body shop Beauty  
Ambassador  
20.7K followers



**Haiqa Akhtar**  
Blogger  
19.6K followers  
@haiqa\_



**haiqa\_** Follow  
735 posts 20.1k followers 909 following  
Haiqa  
Blogger GB  
Snapchat • haiqa-akhtar  
Collaborations - Email Or Dm  
Email - Haiqa@live.co.uk



Blogger M...



Outfits



Pre Loved ...

POSTS

TAGGED





## Itinerary

An evening to celebrate our greatness, self love, self worth. A mixing of great minds amongst canapés and cocktails, a great night in with strong, fierce women. An evening of sharing experiences, listening to be inspired and also joining in a Q&A session.

What's different about boss women? It's a platform for EVERYONE to share their success whatever shape and size! Plenty of instagramable moments.

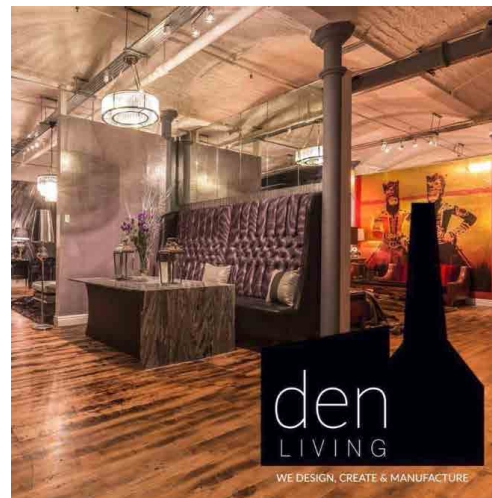
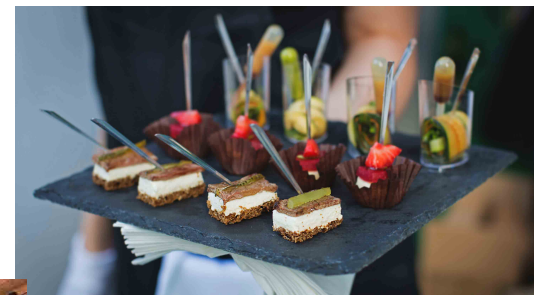
Date - 28th March, 2019

Time - 7pm - 11pm

Venue - Den Living - New Victoria Mills | Wellington Street | Bury | BL82AL

Dress code - Glam

# It's a platform for EVERYONE to share their success whatever shape and size!



CONTENT  
*Terence Gwan*

Asiatic  
LONDON

VONDOM

RVA  
ASTLEY

ANDREW  
MARTIN

calltonifurniture

Note there are limited spaces  
Only 130 places available.

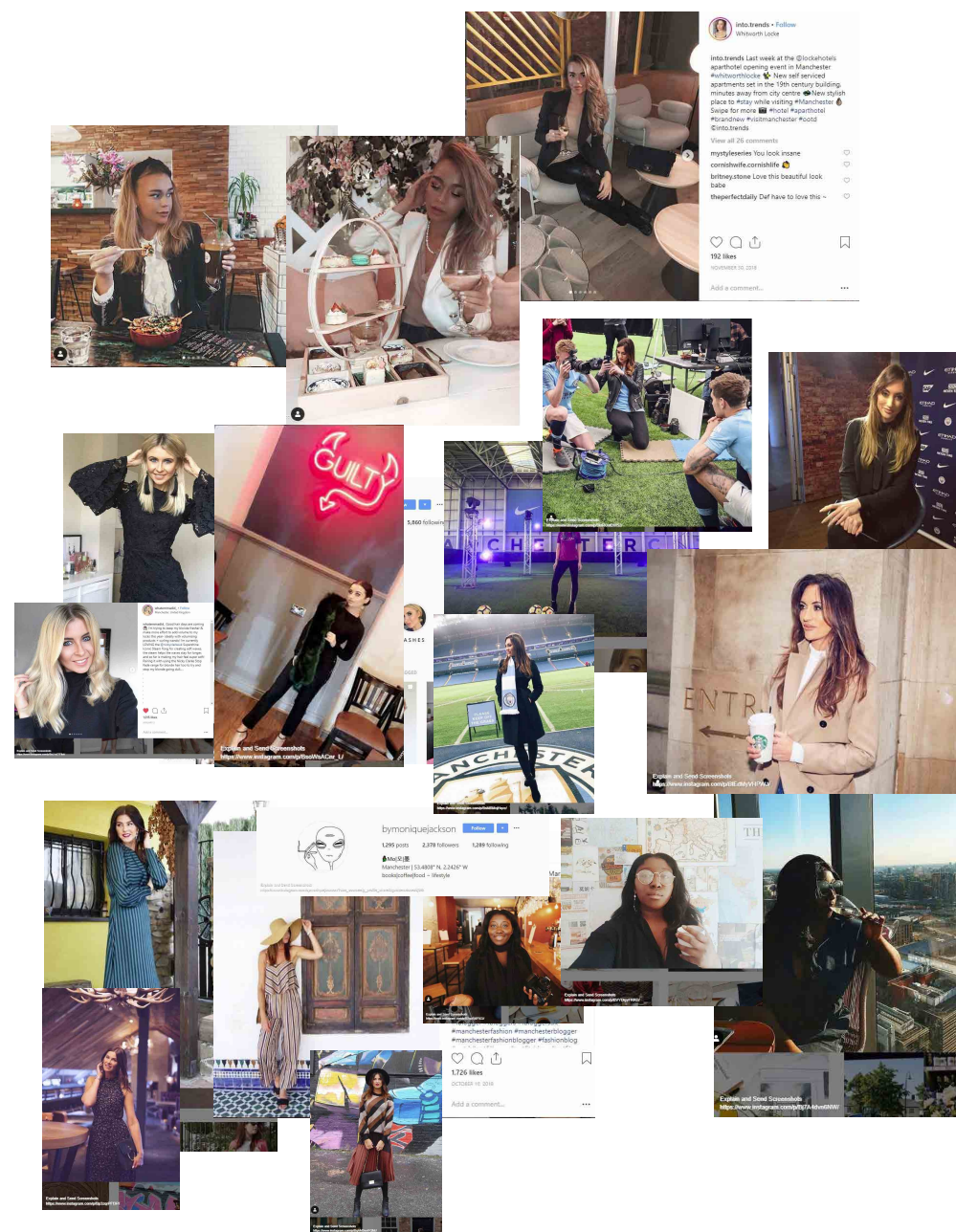
## Data & Reach

The combined audience of all the social channels of confirmed attendees is over 300k.  
 Our key demographic is the North West.  
 Population of North West was 7,052,177 and is made up of approximately 51% females and 49% males.

Over 87 per cent of the population live in urban areas, contributing to the highest regional population density in the UK outside London.

The North West receives 13 million trips from UK residents, with around a tenth of the UK total number of tourist nights being spent there.

We will be running ads for 6 weeks geo-targeting audiences in Instagram & Facebook.  
 Pie Analysis will be retargeting audiences that will be visiting the site.



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## Boss Women Team



**Ru Begum**

Creative Director



**Magdalena Sarna**

Visual Content Executive



**Angie Cropper**

Marketing Executive



**Maya Mothi**

Photographer



**Zoya Imtiaz**  
**Angelic Desserts**

Dessert



**Shazia Ansari**  
**Shazia Street Food**

Catering/ Canapés



**Couture events**  
**by Nadia**

Event Planner

## Thanks to our Sponsors & Supporters

The logo for itvBe., with "itv" in blue and "Be." in grey.The logo for MONA LIVING, with "MONA" in a large, black, serif font and "LIVING" in a smaller, black, sans-serif font below it.The logo for SCI-U, featuring a green leaf icon to the left of the text "SCI-U" in a black, sans-serif font, with "The Science of You" in a smaller, black, sans-serif font below it.The logo for PIE ANALYSIS, featuring two black circles of different sizes to the left of the text "PIE ANALYSIS" in a black, sans-serif font, with "THE DIGITAL FUTURE" in a smaller, black, sans-serif font below it.The logo for THE TOWELSHOP, featuring a house icon to the left of the text "THE TOWELSHOP" in a black, sans-serif font.The logo for Celina Digby, with the name "Celina Digby" in a white, sans-serif font on a black rectangular background.The logo for ABSOLUTE HOME TEXTILES LTD., featuring a blue flower icon above the text "ABSOLUTE" in a large, blue, sans-serif font, with "HOME TEXTILES LTD." in a smaller, blue, sans-serif font below it.The logo for den LIVING, featuring a black silhouette of a building above the text "den LIVING" in a white, sans-serif font on a black rectangular background.

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