



NEWS RELEASE

Tuesday, July 30th, 2019

INSPIRING STORY TIME AT WOMEN'S ENTERPRISE NETWORK MEETING

One of the founders of Strategy Story, the Highlands and Islands based strategic development consultancy, has been announced as the guest speaker at next month's Women's Enterprise Network meeting.

Kate Hooper was a senior producer at the BBC and has led content and communication teams in the public and academic sectors as well as two creative industry networks.

She has worked extensively across online, broadcast and print media and will share her own personal story of her career and the journey of building her business, StrategyStory, at the meeting, which takes place on Tuesday, August 6th.

Kate will also talk about the power of story and why it matters to rural businesses - two themes that are central to StrategyStory.

Facilitated by community-based enterprise support organisation GrowBiz, the Women's Enterprise Network meetings are designed to support women running or growing a business in rural Perthshire, as well as those who are just thinking about setting up on their own.

The events take place every month at various locations throughout Perthshire and provide an opportunity for women to get together, network and exchange business cards and hear from inspirational speakers in an informal setting.

Jackie Brierton, GrowBiz CEO, is facilitating the event.

She said: "We are delighted to be able to welcome Kate to our Women's Enterprise Network meeting this month.

"Her company, StrategyStory aims to bring fresh life into strategy for organisations, community and business development. Modern storytelling is at the heart of the business to help give voice to people when it really matters to get those strategies working.

"Kate has a fascinating story to tell and I am very much looking forward to hearing from her."

The Women's Enterprise Network meeting, which this month will bring together the Strathearn, Kinross, Highland and east Perthshire networks, will be held in the new events venue at Cardney Steading between Blairgowrie and Dunkeld.

Jackie continued: "This new venue is perfect for those wanting to host a bespoke event in a beautiful rustic setting where every detail has been thought of and we're very much looking forward to hosting our Women's Enterprise Network meeting in such a stunning space."

The Women's Enterprise Network takes place at the Cardney Steading from 6pm to 8.30pm and a light buffet and refreshments will be provided. As well as hearing from the inspirational guest speaker there will also be a chance for participants to network. This event is free.

For further information on GrowBiz or to book a place at the Women's Enterprise Network meeting or any of the free events run by the enterprise support organisation, please see the website at www.growbiz.co.uk.

For media enquiries, contact Clare McMicking on telephone 07514 343042 or email clare@growbiz.co.uk

Notes to Editors

- GrowBiz is an independent, community-based organisation providing support to anyone starting or growing a business in rural Perthshire
- GrowBiz Scotland (known as GrowBiz) is a company limited by guarantee number SC341655, and a Scottish Charity number SC043278, with registered office at Bank of Scotland House, Union Street, Coupar Angus
- GrowBiz is funded by Perth and Kinross Council, Scottish Enterprise, the Scottish Government, and the Making Rural Business Digital project is supported by the Rural Perth and Kinross LEADER Programme 2014-2020: The European Agricultural Fund for Rural Development: Europe investing in rural areas. For more on LEADER go to www.pkleader.org
- Since October 2016, GrowBiz has supported more than 900 clients across all business sectors
- GrowBiz runs an award-winning business mentoring programme, which currently has over 70 participants and which is the first in Scotland to achieve the Scottish Mentoring Network Quality Standard
- GrowBiz offers one-to-one meetings with clients as well as peer support and peer learning sessions
- Follow GrowBiz on Facebook, Instagram, Twitter by searching for GrowBiz Perthshire