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PROFESSIONAL WOMEN'S ROUNDTABLE PRESENTS  
TOOLS FOR EFFECTIVE LEADERSHIP WITH ELLEN WEBER

PHILADELPHIA (December 8, 2004) — Join Professional Women's Roundtable (PWR) on **Wednesday, January 26, 2005** for networking, cocktails, hors d'oeuvres, and a presentation on **Effective Leadership by Ellen Weber, Vice President of Antiphony Partners**. This event will be held from 5:30-7:30pm at The Pyramid Club, 1735 Market Street, 52<sup>nd</sup> Floor, Philadelphia. The cost for this event is \$20 for members and \$30 for non members. Please RSVP to Jane Barr Pino at [jane@barrpino.com](mailto:jane@barrpino.com).

Effective leaders need to understand the views and needs of the people they deal with – not just people in their departments and above them on the corporate ladder, but people throughout the organization. The broader one's perspectives, the more accurately he or she will be able to "read" the organization and make proposals and recommendations that are strategic and appropriate.

Join PWR for an exciting workshop by Ellen Weber, VP, Antiphony Partners, as she presents a model to sell your ideas and programs to key decision-makers. Weber will provide practical tools that participants can take away and use immediately to help them through their next proposal. In this workshop, you will begin to:

- Understand the "Idea-Selling Continuum"
- Align your idea with the company's strategy
- Create the value proposition and ROI statement

- Apply the Technology Life Cycle to influence decision-makers
- Identify key buy-in and approval strategies
- Generate an "Internal Marketing Communication Plan"

Ellen Weber uses her 20 years of operational, organizational development, and human resource experience to help entrepreneurial companies enhance their leadership capabilities through education, coaching, and consulting.

Professional Women's Roundtable is an informal network of professional women for whom networking and/or business development is a significant component of their professional responsibilities and career objectives. PWR participants come together on a regular basis to acquire and hone business development and other professional development skills, expand and strengthen their professional network, including their referral base, and meet and cultivate new business prospects and resources. The ideal PWR participant has five to fifteen years experience in her chosen profession or career and is focused on enhancing her networking and business development skills and efforts, as well as the other professional skills necessary to advance in today's marketplace.

For more information on PWR, please visit [www.pwroundtable.com](http://www.pwroundtable.com) or contact (215) 628-9844.

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