



**WORKSHOP OUTLINE PROPOSAL  
24<sup>TH</sup> Annual CCSBE - CCPME Conference**

**TRENDS IN WOMEN'S ENTREPRENEURSHIP IN BC**

**Presenting: Laurel Douglas, CEO**  
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## **TRENDS IN WOMEN'S ENTREPRENEURSHIP IN BC**

### **CCSBE CONFERENCE WORKSHOP PROPOSAL**

This workshop is intended to provide the participant with an overview of the trends in women's entrepreneurship in BC over the last 20 years. Women's Enterprise Centre has conducted an extensive review of the trends in women's business ownership and has also conducted its own primary research into potential and current entrepreneurs' issues and motivations. We will project trends for women business owners to 2015, and will discuss implications for these trends for government and for organizations providing services to this sector.

### **METHODOLOGY**

The session will include an overview of the research which has been carried out, specifically:

- historical facts about women in self-employment;
- trends for women business owners in BC, in terms of age, ethnicity, education levels, industry sectors;
- an overview of research into motivations of small business owners, particularly women;
- implications of these trends, both in terms of government policy and practice at our organization.

Through this workshop, Women's Enterprise Centre will provide a snapshot of today's woman entrepreneur and the unique motivating factors that propel women into self-employment and will provide real life examples. Through this presentation, participants will more fully understand how these trends will impact the landscape for small business in BC to 2015, and our service offering.

### **LINK TO CONFERENCE THEME**

This workshop proposal supports two of the CCSBE conference themes: "the relationship between research and practice" and the "support of the goals of entrepreneurs and enhancing the success of small business". It will outline trends changing the environment for small business. With women owning 35% of the small businesses in BC today, the workshop will provide participants with a unique opportunity to learn about how research is translated into practice on a real-time basis, with a very important segment of small business owners.

## **ABOUT WOMEN'S ENTERPRISE CENTRE**

Women's Enterprise Centre is B.C.'s leading resource for women who are starting, purchasing or growing a small business, founded in 1995. With offices and business advisors in Kelowna, Victoria and Vancouver, we provide skills development, mentoring, lending and business advisory services, along with news, events and networking opportunities for women business owners across BC. Our professional team understands and relates to the unique circumstances of women business owners, providing essential tools and confidence through a supportive, individual and practical approach. Find out more at [www.womensenterprise.ca](http://www.womensenterprise.ca), or call 1.800.643.7014.

## **ABSTRACT:**

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**Length of Workshop:** 90 minutes

**Equipment:** Screen for LCD

**Audience:** All