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## **Todays Women in Business Show Notes for Guest Experts**

Please find below a few notes that you may find of assistance in relation to **the Todays Women in Business Show** ([www.todayswomeninbusiness.com](http://www.todayswomeninbusiness.com)). These notes are for potential guest experts to assist you in preparing for the show.

### **The objectives of the 'Todays Women in Business Show'**

The **'Todays Women in Business Show'** is 30 minute talk show aired on the public service station of 103.2 Dublin City Anna Livia.

The show is hosted by **Krishna De**. It is a show for women in business brought to you by women in business.

Our objective is to:

- bring strategies, advice and tips that we can adopt, adapt and apply to expand your professional and personal success in your business and career
- provide an opportunity for business women to showcase their expertise and gives them live experience of being a radio show guest.

### **When and how does it take place?**

The show is also available as a podcast (downloadable audio) at the following link (**[Today's Women in Business](#)**).

### **Pitching YOUR story**

Guests may be invited to appear and we are also delighted to hear from business women who believe their story might fit either of the main show segments.

Ideas for the show can be sent by email to **[radio@oneoceangroup.com](mailto:radio@oneoceangroup.com)**

Ideally the story would also link to a current event or news story of interest to the listeners.

The interview should not be considered as a 'sales pitch' for your company. Consider it a chat between friends over a coffee!

Interviews are recorded 'on location' at the interviewee's office or when it cannot be avoided, over the phone. The show is pre-recorded and you will be emailed when the show will air.



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## Opportunities to build YOUR brand

The objective is to provide great information and resources to people – **it is a no sales zone**, however in return for your time we can assist you in growing your business and extending your reach through:

- providing you with the opportunity to give the listeners access to resources that you may have such a free tips sheet – we do this by posting the report on the '[Today's Women in Business](#)' web site with a link to the archived interview
- if you would like a copy of the recording you will be able to download the recording from the '[Today's Women in Business](#)' web site.

If you make this recording available for your clients, we request you accompany the link with the following information:

*'Hear me interviewed by Krishna De, host of the 'Women in Business Radio Show' on the importance of .... .'*

## We welcome YOUR feedback

We welcome feedback from our guests on your experience on the show and how we can make this a really effective and extraordinary resource for our listeners. So please do share your thoughts with us and of course tell your friends and colleagues to tune in!

Best wishes,  
Krishna De

**About the host:** Krishna De is an international broadcaster, writer, professional speaker and business development mentor and the Managing Director of Oneocean Ltd ([www.oneoceangroup.com](http://www.oneoceangroup.com)), a business strategy and development consultancy for professional services firms, and is Ireland's leading Personal Branding Strategist.

She guides owners of professional services companies in business development, branding networking and media strategies to build distinctive corporate, employer and personal brands so that they realise **more profit** and **greater success** with **less stress**.

She is also the host of **Biz Growth Live** ([www.bizgrowthlive.com](http://www.bizgrowthlive.com)), Europe's leading virtual branding and business development programme, where each week Krishna is in conversations with experts from around the globe and they share strategies and tips on how to build your brand and grow your business.

She has worked in over 30 countries and lived in 3 continents and is now based in Dublin, Ireland with her family and continues to work internationally.

Since the mid 1990's, she has held board positions in leading consumer goods organisations and was the youngest person and first ever female to be appointed to the board of Diageo Ireland (known worldwide as being the 'home' of Guinness) in the 250 heritage of the company.

Krishna is the Managing Director of Oneocean Ltd, a leading business strategy and development organisation, prior to which she was responsible for guiding the performance and growth of major global and national consumer brands within the FTSE 20 and led a number of organisations to become winners of the prestigious Best Company to Work For awards.

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