



Smart Women

SMART WOMEN DRIVE SAFETY FORWARD

The Smart Women Conference being held at Packington Hall, Warwickshire on Wednesday 20 May 2009 is getting 'in gear' to hear from a group of leading women in the professions and public life, who will share their knowledge, experience and skills on a range of issues relating to road safety and home safety.

Speakers include Rosemary Thew, CEO, Driving Standards Agency; Jo Cameron, businesswomen and media personality; Gurjeet Baines Editor of the The Sikh Times and chair of Institute of Asian Businesses (IAB); Fay Goodman, author of DriveSafe, Beating Crime in Your Business and personal safety guru; Dr Lisa Dorn, Reader in driver behaviour and training at Cranfield University; Patricia Murtagh, Chair of the project group responsible for the 2012 Olympic transportation of competitors and spectators.

With increasing concern over the risks when walking to and from our vehicles, potential road rage or being involved in a serious accident, many women are showing an increasing desire to discover what we can do positively to keep safe on the road, at home and at work. Experts in the field will share a wealth of experience, advice and new ideas.

Come and try out a number of effective yet simple personal protection skills, voice your opinions in the Q & A sessions and practical workshops and enjoy networking with like-minded women.

One day Conference: 9.30 - 3.30 pm

Please visit www.drivesafe-staysafe.co.uk to book on line or pay by a cheque - made payable to 'Goodmedia Limited' - and send to: Lady Ambassadors c/o Goodmedia Limited, PO Box 6545, Birmingham B26 2AB

Cost for Conference, refreshments, lunch and delegates pack £95 including VAT

EARLY BIRD* £75 including VAT for payment received BEFORE 20 February 2009 *****



ROSEMARY THEW
Chief Executive
Driving Standards Agency (DSA)

Please call 0121 693 9390 for details or visit www.drivesafe-staysafe.co.uk



Venue:

Packington Hall
Meriden
Nr Coventry
CV7 7HF



ROSEMARY THEW is the Chief Executive of the Driving Standards Agency (DSA). The DSA is responsible for setting standards for drivers, riders and instructors, driver education and the provision of learning resources; registering and supervising quality assured instructors and modern, effective and efficient assessments conducted as computer based and practical tests.

DSA's vision is "Safe Driving for Life" and its overall mission is to contribute to the Public Service Agreement objective to achieve 40% reduction in drivers and riders killed or seriously injured in road accidents, in the age group up to 24 years, by 2010 compared with the average for 1994-98.



JO CAMERON - well known business woman and media personality having achieved celebrity status on The Apprentice and the Weakest Link. She is a patron of SANDS (Stillbirth and Neonatal Death). Jo's 'Bouncebackability' programme which includes seminars, talks and coaching helps people to reach much higher levels of achievement.

Jo has grown a credible business portfolio and has helped many women increase their confidence and self belief with her WOW programme – Women on Their Way. This has led to the 'Women on Their Way' Awards to recognize the achievements of women.



FAY GOODMAN – Managing Director of Goodmedia Limited. Fay is a film director, musician and author of several books on crime prevention, personal safety and women's safety issues.

A highly motivated and inspirational speaker, she is a leading exponent in martial arts and the author of the best selling book 'The Ultimate Book of Martial Arts'. The book shows how men, women, children, senior citizens and people with disabilities can improve their confidence, wellbeing and personal safety skills. Fay is the pioneer of several safety initiatives to help women and children to feel safe at home, work and when out and about.



DR LISA DORN BSc, PhD, CPsychol, AFBPS - Reader in driver behaviour and training at Cranfield University. Lisa has also received several accolades for her ground-breaking research with Arriva Bus UK including the International Prince Michael Road Safety Award and the Knowledge Transfer Partnership's Award for the Best Application of Management Science.

Lisa is committed to improving road safety amongst vulnerable road users, especially those people that drive for work and novice drivers. In 2005, she joined a2om, a company dedicated to providing a more comprehensive research-based education for drivers to ensure they have a full appreciation of the factors that influence their risk of being involved in a crash.



GURJEET KAUR BAINS - Editor in Chief for Eastern Media Group, Britain's first daily online publications and is the first woman to chair the Institute of Asian Businesses (IAB).

Some of her most notable achievements have included winning the 'Business Woman of the Year' award in 1991 and becoming one of fifty Ambassadors for the 2012 Olympics.

Recently she was awarded with a Honourary Degree, conferred by Aston University. Currently Gurjeet is CEO of Women of Cultures, an organisation which empowers women from ethnic minorities.



PATRICIA MURTAGH JP - Managing Director Select Private Hire Limited. As a stakeholder board member of Goskills, the sector skills council responsible for the development skills of the transport industry, Patricia also chairs the national industry group for taxi and private hire. Part of this responsibility has led her to chair the project group responsible for the 2012 Olympic transportation of competitors and spectators.

Patricia, who is also a Magistrate, was recently involved in the consultation group responsible for the new ISA dept. protecting children and vulnerable adults.



Diane Benussi led the trend for legal specialist practices by setting up Benussi & Co as a stand alone matrimonial practice in 1993. She was a pioneer, employing a counsellor and an in-house forensic accountant.

Diane is a former President of the Birmingham Law Society and wrote "How not to get divorced after Christmas".