

UK EXPO SHOWCASING FLEXIBLE WORK & BUSINESS TIPPED AS ONE TO WATCH

Submitted by: Mums Enterprise Ltd

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The UK's only free, child-friendly work and business show announces three strategic partnerships with mumandworking.co.uk, We are the City and Facebook's #SheMeansBusiness campaign delivered by Enterprise Nation each committed to supporting thousands of talented mums on their mission.

As the Mums Enterprise Roadshow continues its tour of the UK showcasing re-training, flexible-work, business support and opportunities available to mums today these partnerships cement the new show as one to watch with its next stops being London and Birmingham later this year with ambitions to become a national roadshow, welcoming 30,000 mums through its doors by 2020.

The last three events held from June 2016 to February 2017 have already changed lives with over 80% of attendees stating the event boosted their confidence and kicked them into action. Many mums have since launched a business idea, signed contracts with opportunities offered by exhibitors or are growing their business and becoming exhibitors themselves at the show. This is one event that is changing lives and its through working with strategic partners like those announced today that its managing to make its mark.

mumandworking.co.uk (<http://www.mumandworking.co.uk>)

Flexible working is a huge topic and many women just don't know of the options out there which is where mumandworking.co.uk can help and will be on hand at the London expo. Suzanne Borrell comments on the new partnership: "Here at mumandworking.co.uk we are positively evangelical about the benefits flexible working brings - for parents, for businesses and for our economy. We have built a multi-national, award-winning brand on this principle so we know first-hand as parents and business owners, the benefits flexible working offers. We can't wait therefore to meet the visiting mums at the Mums Enterprise Roadshow this Autumn and to showcase the wealth of jobs, opportunities, advice and support we have to offer. There's an abundance of experience, talent and expertise out there and "we are looking forward to being part of this great platform to help empower and engage mums to achieve their potential."

Facebook's #SheMeansBusiness initiative

Small business support group Enterprise Nation is delivering Facebook's #SheMeansBusiness campaign and will be hosting Facebook & Instagram training for business at the events. Commenting on their involvement is founder, Emma Jones "We are seeing more and more women start and grow successful businesses. Our experience suggests those that take on board advice are more likely to build sustainable and successful businesses for the long term. So it's great to see grass roots organisations like Mums Enterprise doing so much to support women as they take their first steps towards building their own company. Enterprise Nation's partnership with Facebook's She Means Business initiative has already seen thousands of female founders upskill their digital capabilities via free access to a suite of online resources including the Blueprint Training Programme to help them take their business to the next level."

We Are The City

And finally, the third partnership announced today is 'We Are The City' who are renowned for improving the female talent pipeline across the UK. Vanessa Vallely, founder and one of the UK's most prominent figures in gender equality, comments about why she decided to support this exciting roadshow "We know the talent pool of mums is often overlooked and many mothers today have tremendous skills and experience which UK organisations should attract and retain. We have been helping women with their corporate careers since 2008 and are excited to be able to reach attendees of the Mums Enterprise Roadshow which is a welcome platform for us to deliver our support across returnships, careers and the on-going progression of women in the UK"

The events are totally FREE to attend, have an on-site creche, feature an exhibition, workshops, 1-2-1 business advice and a story stage. Being founded and organised by two mums on a mission themselves make this show truly deliver for the very real challenges facing mums in work and business today. It will help facilitate necessary change across gender equality, flexible working and the growing 'Mum Economy' needed as identified by government.

Register free or get involved, for more information visit www.mumsenterprise.events
(<http://www.mumsenterprise.events>)

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About Mums Enterprise Ltd

Mums Enterprise Ltd is a social enterprise which endeavours to help facilitate the 'Mum Economy' in the UK through its platform being regional child-friendly business exhibitions.

Founded by two mums, Lindsey Fish and Lucy Chaplin after their own experiences of work and business after babies, the events will help change the work and business lives of attending mums, for the better forever by offering inspiration, opportunities, services and products in an informal and inspirational atmosphere with a focus on providing attendees with the tools and know-how to take action. Three events have already taken place, the last being in Brighton in February 2017 which saw over 700 mums attend. By the end of 2017 two further events in London and Birmingham will have taken places increasing the duo's reach to over 400 mums face to face and thousands more online. The impact of Mums Enterprise will be huge, watch this space.

www.mumsenterprise.events

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MEDIA PACK (https://drive.google.com/open?id=0B_U-n-uYAGdvaHBLZDR3S3JZN28)