

## BUSINESS COMMUNICATION SKILLS WORKSHOP

Mbali Bhengu, Managing Director of MIND SWITCH will reveal her secrets  
around

**Pitching your business ideas**

**Drafting business plans & Creating your Brand**

|                       |   |
|-----------------------|---|
| <b>Who to attend:</b> | <b>Students who are aspiring to be entrepreneurs</b>                              |
| <b>Cost:</b>          | <b><i>Free!</i></b>   |
| <b>When:</b>          | <b>26 to 27 July 2017</b>   |
| <b>Time:</b>          | <b>13h00 - 16h00</b>  |
| <b>Where:</b>         | <b>Jooshub Main Hall, Westville Campus</b>  |
| <b>RSVP:</b>          | <b>21 July 2017      <a href="mailto:stepup@ukzn.ac.za">stepup@ukzn.ac.za</a></b> |

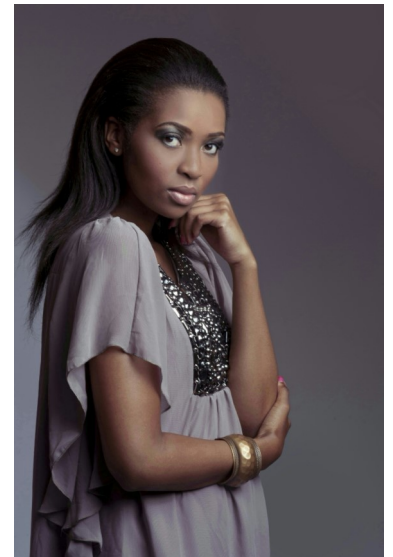
Brought to you by



**Student Entrepreneurship Upliftment Project**

**The key to successfully acquiring funding in entrepreneurship lies in the ability to communicate your business ideas to investors.**

Mbali Bhengu is the Managing Director for Mind Switch which is a creative consultancy firm based in South Africa. A vibrant and dedicated businesswoman, she has done extensive work in working with brands and managing portfolios across southern Africa. Her experience is tracked through to her corporate banking experience and her various participations in marketing and activations.



Mbali has vast experience in brand activation (pre-planning and post planning), campaign development (strategising, idea generation), brand to brand sponsorship affiliation, new business lead generation & network marketing, and brand influencer tactics



An initiative of UKZN InQubate