

MiB MOTHERS IN BUSINESS

Towards an equal and family friendly working life

Personal information update

Actives
infobank

News

This regular actives' letter is also published on the Actives' Infobank on MiB's website. The English version of the actives' letter includes both MiB-wide news as well as news specific to MiB International.

[Read letter in web](#)

Greetings from Active Seminar

About 60 active members, board members and office employees gathered at Epicenter in Helsinki in September to meet, share experiences, plan the future and influence MiB's new strategy. What a wonderful day and atmosphere we had - thanks again to everyone!

At the seminar, we heard about **Rosa Meriläinen's** guide to courage. We want to share with you her 10 steps towards a braver space (thanks for the notes MiB Kanta-Häme!)

- **Be ready for leadership**
- **Put yourself out there**
- **If there's something to say, say it**
- **Address wrongdoing regardless of the consequences**
- **Make claims that others can criticize**
- **Brainstorm ideas out loud, even if you're not sure if your ideas are good**
- **Go into the discomfort zone**
- **Don't be afraid of disagreement or being questioned**

→ **adults should be able to tolerate difficult emotions**

- **Give your feedback face-to-face**
- **Afterwards, talk with a brave friend about how it really went**

Besides a delicious lunch and coffee, the day included good discussions and a greeting from the chair of the board **Olivia Kuusinen** and the MiB's executive director, **Annica Moore**.

This was followed by two workshops where we talked about MiB's future strategy period and ideas were collected regarding MiB's values. We also talked about the vitality of the local sections, and tips and success stories were shared.

Check out the day's slides!

At the seminar, the Superactives of 2023 voted by you were announced - congratulations to those selected! **Henna Ylikangas** (Ostrobothnia), **Chelsea Henry** (International), **Tiia Uusimäki** (Pirkanmaa) and **Heidi Argillander** (Central Finland) were chosen as superactives.

Thank you all for participating and spending the wonderful day with us!





Exciting October Events Alert!



6.10. Career opportunities @ Job Fair

9.10. Digital networking steps with DigiMESH

26.10. Combining family and work - workshop with us

Events are a path to MiB membership

As an active member, you know what is unique in what MiB offers. You are our ambassador when you tell your friends and networks why being involved is worthwhile. We encourage you to use this knowledge in event marketing as well. Let's remember to market MiB's membership in all of our events, so that our community can grow in size - and in depth.

Through our project, we wish to generate English MiB members that are committed to the idea of MiB (as opposed to serving moms with a single activity).

When creating the event, pause to think about how you could get community members to engage and what your event could give to a new MiB member. Yes, English community members are hoped to join as MiB members, as well!

Don't forget the paid advertising of local events through Meta. For advertising, you need an event picture, a budget, and how many days the ad will be active. Regarding event advertisements, you can contact: helena.kyttala@mib.fi. Thank you for your efforts!

Tips for organizing events and communication

To ensure that everyone in MiB is informed about the wonderful events you organize, remember these things:

For the event organizer

- Fill in all the information about your event in the event table well in advance.
- Write a nice event invitation text in text document according to the instructions.
- If you want an invitation to be sent for your mingle, please note this in the event table.
- If your event is only for actives or e.g. participants in the mentoring program, mark the participant group correctly in the table and the fact that the invitation will not be sent to all members.
- This is how the Lyyti representative gets your event opened in Lyyti and the registration starts!

To the person in charge

- Follow the table and save the events early in Lyyti.
- Remember to prepare an invitation message to Lyyti for live and hybrid events and mingles as needed!
- Mark the status of the event in the table Ready / Done, invite to mingle.

In order to get a lot of enthusiastic registrants for the events, here are some tips for writing an attractive invitation text:

- The title of the event invitation entices you to click the invitation and creates expectations about what you will get from the event. The title of the invitation can also be different from the name of the event, the most important thing is to attract the member to open the invitation.
- No date or time is entered in the title of the event or message.
- There is no need to include the name, time and place of the event in the description, because Lyyti generates them automatically.
- Mark the links as visible text, compare e.g.: www.mothersinbusiness.fi → MiB website
- [You can use this template when making an invitation.](#)

All MiB International internal meetings

Useful links for MiB Actives:

- » [Actives infobank](#)
- » [Events organising instructions](#)
- » [MiB Tapahtumataulukko \(all MiB events\)](#)
- » [MiB International Events calendar \(all the events in English\)](#)
- » [Picture bank for events and social media posts](#)
- + [All you need to know in a nutshell](#)

Check out our upcoming events and book some “me time” for yourself - you deserve it! Check out all the great events for you to network and meet others!

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If you have any questions pop your question to the channels [#kysy_työntekijältä](#) (ask a MiB office) or [#international](#).



MiB Actives on Facebook (FIN)



MiB

Mothers in Business MiB ry / MiB International project

hello@mib.fi

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