



SIETAR INDIA, Bangalore Chapter is proud to invite you to its learning event

“Successful women and business travel: Tips and best practices on how to stay safe, avoid cultural mishaps and enjoy productive trips”

More and more women are traveling for business. In the United States and Western Europe, almost 50% of all business travelers are women. And over the past decade, the number of Indian women traveling abroad for business, as well as the overall number of women traveling to India has grown tremendously.

While traveling for business, women face a different set of challenges compared to their male counterparts: these include safety, business etiquette, and after-work activities. These challenges, combined with household responsibilities, make the modern business woman the master of multitasking between the roles of professional, traveler, mother, daughter and spouse.

In this interactive seminar, we explore the challenges faced by women during business trips, and offer proven best practices, advice and tips that will save you time, money and hassle, and make your future travels more enjoyable and productive.

The Facilitator:

Marie Lotode Chandra is the founder and CEO of Via Her Inc., a travel portal and consultancy based in New York City (USA). Ms. Lotode Chandra created www.Via-Her.com, The Ultimate Guide for Women Business Travelers, after living and observing the unique challenges that women experience while on the road.

At Via Her, Ms. Lotode Chandra leverages her professional experiences in sales, marketing and project management at multi-national corporations, as well as her experiences gained from traveling to over 50 countries in Asia, Africa, Europe, North and South America, to design guide books targeted to women business travelers and to develop corporate programs to recruit and retain high performing women. She travels the world to educate women on international travel best practices by conducting seminars and workshops.

Ms. Lotode Chandra holds a Masters in Economic History from Sorbonne University in Paris and a MBA.

Date: Friday 22nd January 2010 **Time:** 6:30 to 9:00 p.m.

Venue: Alliance Française de Bangalore, Thimmaiah rd, Vasanthnagar, Bangalore

Entry Fees:

SIETAR Member Rs. 100/- non-members Rs. 150/-

For further Information and R.S.V.P, contact:

Guillaume Gevrey – 98860 56544 // Deepa Pawar - 9880233188