

Female entrepreneurs share their knowledge of online communication at the Light Up Your Entrepreneurship event in Ghent, Belgium

On the 29th of January 2015, WINGS Network held its second international event “Light up Your Entrepreneurship”. The event took place on the campus of Odisee Technologie in Ghent, Belgium.

Three inspiring female entrepreneurs from Flanders shared their personal experience of how important online communication has been to the success of their businesses.

The first speaker, branding expert and book author Katlin Voordeckers, gave an inspiring speech on branding and social media, while the second speaker, creator of Charlie Mag Jozefien Daelemans, shared her experience of working at the online magazine. The final speaker, Iris Van Den Daele, founder and director of online ideas exchange platform Amuzee, gave a presentation outlining the process of setting up a social media platform.

The presentations were followed by a roundtable session during which female students from Odisee Technologie had the opportunity to discuss the importance of online communication with the keynote speakers. Around fifty students with an interest in entrepreneurship had the opportunity to mingle and exchange ideas with successful entrepreneurs. This enabled the students to get inspiration and create useful networks.

The Wings Project team gave a presentation introducing the Wings platform, an online platform featuring information about the project, examples of good practices, upcoming events and much more.

The next event will be held in Herning, Denmark this May. More information about the event will soon be available on our [website](#).