Mazonai set to Attend Virgin Start-up Event for Female Entrepreneurs

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Managing director Ausra Mazonaite of Mazonai announced her attendance at Virgin start-up's latest event, which supports Britain's booming female entrepreneurship community.

For many entrepreneurs, the pre-start-up stage is probably the most daunting, and is often when they need the most advice and guidance from people who have already successfully navigated their way through the tricky world of entrepreneurship. Event marketing firm Mazonai believe that this is especially true for female entrepreneurs, who are still finding themselves competing in a male dominated industry and can find it difficult to identify the help and support that is available to them. Female owned businesses have increased to 19% over the last year, which although is great news, suggests that many women are still put off by the idea of entrepreneurship. To rectify this, Virgin Start-up, Richard Branson's latest company aimed at helping entrepreneurs find funding and support, has set up a new female focused 'ignition' event.

The ignition, which kicks off on November 19th has been established to coincide with Women's Entrepreneurship Day and is set to support Britain's up and coming female entrepreneurs through various events and networking opportunities. With an exciting line up of leading female business owners, including Cosmopolitan Editor-in-Chief Louise Court, the ignition is sure to inspire a new generation of business women through shared success stories and Q&A's addressing some of the most pressing business questions.

Luton-based event marketing firm Mazonai have openly praised the ignition and is confident that events like this could soon help to even out the playing field when it comes to men and women in business. Mazonai, who make it a priority to attend as many business and industry events as possible, firmly believe that events such as the upcoming 'ignition' event can help entrepreneurs and business owner to build up a strong network of support, which can double their chances of succeeding. This outlook is one that is shared by the 'ignition' organisers, Virgin Start-ups, who are aiming to bring together over 100 new businesses during the event and provide ample time for attendees to network with like-minded individuals and share ideas and experiences.

Mazonai, which is ran by successful female entrepreneur Ausra Mazonaite is an event marketing firm based in Luton. The firm has gained a wide spread, positive reputation across the East of England thanks to its ability to create and implement highly effective marketing campaigns. On behalf of their clients, the firm interact with consumers directly through in-store promotions and installations which allows them to build personal and lasting connections with each consumer. This approach means that Mazonai's clients are able to gain a far higher ROI and increased customer acquisition and retention. With event marketing still being a fairly male dominated industry, Ausra Mazonaite is excited by Virgin Start-up's new female focused 'ignition' and is confident that the event will help to encourage a new generation of female entrepreneurs to take the plunge and follow their business dreams. With the number of female business owners up on last year's figures, Ausra Mazonaite thinks the event is an excellent opportunity to encourage female entrepreneurship across Britain, and is a fantastic chance to meet fellow business owners and young entrepreneurs in what is still currently considered a male dominated career option.

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