

## **CASE STUDY:** UNC Women's Workshop Keynote

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Ms. Ueng's clients describe her as a "polished, knowledgeable and down to earth" speaker. They engage her to speak for many reasons:

- To share her "cycling accident" story to inspire general audiences.
- To expand on "Globalization 3.0: Top Ten China Findings" to describe how the world is truly flat.
- To teach her framework "12 Steps to Success: How to Become a Savvy Entrepreneurial Marketer" to those wanting to optimize their marketing.
- To personalize her experiences as an executive in successful entrepreneurial ventures to motivate fellow women in business.

During the fall of 2007, the UNC Kenan-Flagler Business School asked Ms. Ueng to keynote the closing dinner of their annual Women's Workshop. The goal of the workshop was to provide potential MBA and EMBA students with a glimpse into the Kenan-Flagler Business School experience. "Ms. Ueng was selected because of her knowledge of the UNC Kenan-Flagler experience, involvement in the business school community, as well as her ability to offer valuable insights from her success as an entrepreneur," explained Christine Ferrell, Director of Marketing and Business Development, MBA for Executives Programs.

"She took the time to understand our goals for the weekend and what we hoped her remarks would capture for the participants," continued Ferrell. "Ms. Ueng was the perfect fit because she relates so well to her audience, is highly credible, and most importantly, is very engaging."

Ms. Ueng stepped back to timeline her chronology of interactions with Kenan-Flagler students, starting with sponsoring a practicum study over a dozen years ago at one of her ventures to her more recent experience teaching an Entrepreneurial Marketing course earlier that fall. Her presentation was highly motivational as it illustrated not only how an MBA degree furthered her own career, but also highlighted how an MBA could provide the prospective students a new way of thinking to help add value to any company.

Bringing her personal career examples to life to make key points provided the audience with a very enjoyable and engaging presentation. Her talk highlighted the merits of the Kenan-Flagler Business School experience while providing the audience with sage advice to apply to their own careers. "I would highly recommend hiring her for your next speaking need," Christine Ferrell concludes. "She has a special way of connecting to her audience and is very willing to engage any questions even after she steps off the podium. Ms. Ueng makes a gracious keynote."