

## **iNetwork2Networth Event to help Small Business Owners grow and increase net worth**

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Agency: **iConcept Media Group**

New York, New York- September 24, 2007- iConcept Media Group, a New York based marketing and communications firm announces it's first B2B-iNetwork2Networth event for New York's Small Business Owners with one primary purpose, to increase their net worth through networking. The iNetwork2Networth event is to be held on October 18th, 2007 and the event expects to hold over three hundred business owners and executives at the world's famous, historical New York's Pennsylvania Hotel. The featured business experts, speakers and panelists include Steve Strauss, Andy Birol, Jack Yoest, Nandini Mukherjee, Lynne Lambert Robert Levin and Redeemer Amedzekor. These experts are well accomplished in their fields and will serve to enlighten other business owners in attendance.

The event is geared towards promoting higher level networking amongst decision makers in the New York Metropolitan area. The event begins from 3:07 p.m to 8:47 p.m., and the program includes; a panel discussion by the business experts, 59 seconds one2one speed power networking and closing the evening would be over two hours of cocktail reception and social networking.

"At the end of the day it's not what you know but who you know that knows you, it is an undisputable fact that our network determines our net worth, and our net worth reveals our network, this is a plat form for small business owners to build stronger relationships, expand their network and in essence grow their business" asserted Redeemer Amedzekor, CEO of iConcept Media Group. "I personally believe that it is a great idea for people of small businesses to come together at an event to share their successes, I think it is absolutely wonderful," says Nandini Mukherjee, a speaker/panelist for the event and CEO of Indian Bread Company. "This is my first diverse, networking event and I am so excited," says Mukherjee. "This is a class-act event" says Jack Yoest, President of Management Training of DC, L.L.C in Washington, who is also a speaker and panelist of the event. Another speaker, Steve Strauss believes "this event will be a great way to not only make new contacts, and learn some cutting edge strategies, but it should also be fun!" Strauss is the president of Strauss Group, Inc.

Inc. Magazine, the entrepreneurs hand book, is the exclusive magazine sponsor of the iNetwork2Networth Event. Other media sponsors include, Manhattan Chamber of Commerce, The New York Observer and Facehosting.com.

iConcept Media Group, a division of SEG Corporation is a Marketing and Communications firm which offers services including; strategic marketing and communications such as concept development, visual communications, strategic marketing, branding, media planning and buying with a specialization in serving start-ups and small businesses.

For more information and registration of the Small Business Owners- B2B event you may visit [www.inetwork2networth.com](http://www.inetwork2networth.com)

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Inc magazine, The New York Observer, Facehosting.com, The Manhattan Chamber of Commerce.

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