



**THE BUSINESS NETWORK**  
**BRINGING BUSINESSES TOGETHER SINCE 1993**

# Membership Information

The enclosed information is designed to help you make the right decision about Membership of The Business Network.

## Contents

<b>Page</b>	<b>Subject</b>
2	Making the Events Work For You
3	Getting the most from Business Network events
4	Making the Most of Your Presentation Around the Table
5	The Business Network as part of your Marketing Plan
6	Restricted Membership and Corporate Membership
7	Diary Dates
7	Booking your place on events incl. guests/colleagues
7	Business Network (SW) website
8	Business Network SW Membership Prices
9	Business Network events across the UK
9	Business Network (SW) contact details

*Small opportunities are often the beginning of great enterprises - Demosthenes*

# Making the Events Work for You

*There are five key elements to a Business Network Event, each of which is specifically tailored to help you to promote your business.*

## 1. Pre Lunch Reception

You should plan to arrive a little before 11.45am so that you may talk to the people you haven't met before as well as those you know. It's easier to mix if you arrive early as the others will tend to talk to you. Have something interesting to say, or just ask others what they do. Show interest, be friendly, and try to bring others into your group. Remember, you need to sell yourself first before you can sell your products. Mix and mingle. Have a few moving on statements prepared.

If you would like to be introduced to somebody at the lunch simply make Sean aware of whom you want to meet and they will do the rest.

## 2. The Lunch

By now you are aware that the actual lunch follows a structured approach that is designed to get people talking and to give you the opportunity to promote your company. Always prepare what you are going to say, perhaps by having key points written down on a card. Make sure you give lots of benefits of buying your product or using your service. If you're able, link what you offer to the potential problems of those sat at your table. Consider making an offer to encourage those sat at your table to book an appointment or buy from you.

Above all make sure you follow up on any potential leads, get out your diary and make that all-important appointment. Ensure you take plenty of Business Cards.

## 3. The '10 Minute' Break

Look at the attendee list and prioritise who you want to meet. Go and visit No.1, then No.2 etc. Make that all-important first contact. The list of attendees is also available in the members' area of the website – [www.business-networksw.co.uk](http://www.business-networksw.co.uk) – see pages 6 & 7

## 4. Members Speakers Spot

Towards the end of each lunch there is a 10-minute mini-presentation spot available to members who would like to make a presentation to everybody at the lunch.

From experience, the best use of this spot is to provide information, share knowledge and give helpful tips. The worst thing you can do is "sell" to the audience. If you would like one of the 10-minute spots or help preparing your presentation do let us know.

## 5. Seminar's Before and After the Lunch

If you are interested in running a seminar before or after a lunch speak to Sean. Seminars need to be on a topic that will benefit the other members. It will be even better if you invite some customers/prospects along too. **They are a great way to enhance your professional development; the hosts being experts in their fields.**

## Getting the most from Business Network Events

To make your experience an enjoyable and rewarding one what follows is the format for the event and some tips that I trust you will find useful.

### **Business Network events comprise of a number of elements**

- *Business seminar that runs before the lunch*
- *Lunch with informal and 'formal' networking*
- *Unique seating plan system ensuring variety of contacts*

First and foremost remember your business cards; a pen is also useful to make notes on the cards that you receive. Be nice; be helpful, be memorable and business opportunities will arise. Most importantly, enjoy the occasion.

**Dress code for the event** is business attire – some people will wear a suit with tie, some a suit with no tie, some attend wearing their company logo on their shirt – you can wear what you feel most comfortable in [there are photo's here of Business Network events where you can see what people are wearing](#).

When you arrive at the venue the event will be displayed as The Business Network.

### **Business Seminar**

Hosted by a member company and always worth attending – an opportunity to learn and meet other decision makers. Coffee from 10am and seminar starts at 10.30am. The seminar finishes between 11.45am and 12 noon.

### **The Networking Lunch from 11.45am**

There will be a registration table where you will be welcomed.

Your badge has the table number you have been allocated along with your name and your company's/organisations name. New visitors will have a green dot on them.

The table seating plan is in Company Alphabetical order and shows the people attending.

From 11.45am until 12.30 there is a free range, informal networking session, you have a choice of wine, fruit juice or water and the opportunity of meeting as many other decision makers as possible!

#### **What can you ask people you meet at events to get a conversation going?**

- What the person does
- Where are they based
- How big is the company
- When did the company start
- How they got into the business
- What plans for the future – that is where you can potentially help
- What would make the biggest difference to their business
- What type of business/clients are they looking for

12.30 lunch is called and at your table there will be a table host who will guide you through the next part of the lunch. ***If you have any special dietary requirements then please let me know.***

During the lunch each person at your table will have 3 minutes to explain to the others the benefits that you and your organisation can offer; the type of business that you are looking for and also how other businesses can help you.

### **HOW TO MAKE THE MOST OF YOUR 3 MINUTE PRESENTATION:**

- a) Introduce Yourself and Your Company
- b) Outline What You Do (Mention the Benefits That You Offer)  
***I Specialise In Helping – Your Target Market***
- c) Explain How You Have Been Of Benefit To Clients/Customers  
***Their Concerns Are; What I Do Is And The Outcome Is***
- d) What Type Of Clients Are You Looking For?
- e) How Could Other Businesses Help You  
***What you want is to hear 'how do you do that?' – an ideal opportunity – once everyone has completed their 3 minutes to continue a conversation either at the table or at a 1 to 1.***
- f) When you have finished carry on listening to the others.

#### **NB.**

- ***Make your presentation memorable – what can you add that is topical, thought provoking, can lead to questions?***
- ***Have you a case study that you can refer to?***
- ***A testimonial from a delighted client/customer?***
- ***Recent successes?***
- ***How you have helped someone overcome a challenge/problem and how it made them feel?***

1.30 – 1.40 your opportunity to go and talk to someone else in the room (the seating plan will help you locate them), continue your conversation or start a new one with someone else on your table.

1.40 – 1.50 The speaker will deliver their 10 minute talk

1.50 – 2.00 Close, you can still continue to Network with the others in the room, maybe set up a follow up meeting, gather information from the literature table.

Event finishes at 2pm

Feel free to continue with your discussions and conversations in the venue facilities

As a Member you will be seated with different people each month and if there are particular people that you would like to share a table with please do let me know.

After the event you will receive by email a list of people who attended and where they sat along with other news, offers and opportunities.

# How to use The Business Network as part of your Marketing Plan

Almost every business needs to grow its customer base, even if it's only to replace those customers who fall by the wayside. As a member of the Business Network you have a number of opportunities to help you grow your business.

## 1. Bring a Guest

If you have important customers that you need to impress or are looking for a way to sit down and talk with them, then the Business Network offers the ideal opportunity to achieve either of these goals. Everybody who attends a lunch thinks it's a great idea and an enjoyable way to spend a couple of hours.

We will sit you with your guest(s) unless you tell us otherwise.

## 2. Host a Corporate Table

Why not invite along some of your established customers and thank them for their business. And, if you mix in a few prospective customers, your existing customers will take every opportunity to explain just why they do business with you!!

You could arrange with another Business Network Member to share a Corporate table, each of you bringing along two or three customers. You can then all sit together, share ideas, stories, solutions etc. thus creating a really positive business atmosphere. Everybody is a winner, you each get access to potential customers and the guests have an enjoyable lunch in stimulating company.

To organise your own corporate table simply speak to Sean.

## 3. The Potential Customer You Can Not Reach

If you have prospects that you would like to do business with but who are ignoring all of your calls, then the Business Network could be the answer. Simply give us the company details (with named contact if possible) and we'll work hard to get them along to a future lunch. Obviously we'll make sure they sit on your table and arrange a personal introduction during the pre lunch reception if they attend.

## 4. Follow up

Every time you attend a Business Network Lunch you will meet at least 10-15 business people, all of whom could be a prospect or who could know other businesses that could use your services. Therefore make sure you collect all the business cards offered and that you follow them all up. Use the reverse of the business card to make appropriate notes and have a small package of information that you can send out immediately after the lunch.

It will prove even more effective if you are able to personalise the mailing, particularly if it responds to the lunch discussion.

## **5. Have a Display at the lunch**

Each month members are invited to bring along a Stand and display their wares. This is a great opportunity to be noticed by your fellow Members. Speak to Sean for more details.

## **6. Buy and Save**

The Business Network is a great way to sell more of your products or services. However some of our biggest success stories are based on members who “buy and save” from other members. Sometimes they are able to buy products or services and actually save money; they nearly always save on hassle when buying from another Network member.

If you are looking to buy a product or need a service and can't think of anybody you know in the Network simply give our office a call and we will provide you with the company contacts you require.

## **7. Special Offers**

Do you have a special offer that you would like to promote to the other members? If so, when you book for your lunch, let us have details of your special offer and we will include them on the table-seating plan.

## **8. Brochure Table**

A table inside the room where we have lunch will be available to put any brochures you would like to bring to the lunch.

# **Restricted Membership**

To make sure that you have the best possible opportunity of doing business, membership is restricted to no more than 5% in any one category. Therefore it is important that you double-check the category in which your name has been placed. The category headings are based on Yellow Pages categories. Companies can only be listed in one category per membership.

If you would like to discuss the best category for your business, please feel free to contact Sean.

# **Corporate Membership**

Your membership is corporate which means that you and one colleague can attend every lunch. If you are unavailable, then a substitute can attend on your behalf provided they have buying authority similar to your own. It is very important that everybody attending a Business Network lunch is a senior manager, Director or Partner. **Please see Page 8 for prices.**

## Diary Dates

It is vital that your organisation is represented at every lunch so that you get to know your fellow Members and they get to know you. It is the familiarity that regular attendance brings that will help you to get, and give, more business.

Make a special point to note all of the dates in your diary and treat them as a fixed appointment. The opportunity to present your Organisation to 10-15 fellow Members and visitors is likely to be more beneficial than just meeting up with one customer. The customer will surely be available at another time or date? Or why not bring them along to the lunch!!

Diary dates are available on the website with updated information on the seminar host and speaker. Check regularly as there may be availability to host a seminar or deliver a 10 minutes.

Please note that there are events in Bristol, Taunton, Exeter and Plymouth on a monthly basis. If you would like to attend one then please let Sean know. Please note that you can attend an event in an area where you are not a member once every 12 months. If you would like to attend on a regular basis then your business/organisation must become a member (the 5% Membership restriction applies). There are members' discounts available for being a member of more than one network.

There are also other Business Network events taking place across the UK on a monthly basis. Please refer to [www.business-networksw.co.uk](http://www.business-networksw.co.uk) for more details. If you would like to attend another event please contact Sean

## Booking your Place

Each month you will receive an email invitation which tells you the details of the next monthly event. This will be the day, the date, the venue and details on the business seminar. There is a link at the end of this email for you to use to book your place; another decision maker from your business/organisation and also allows you to book a place for a guest.

## Business Network (SW) website

[www.business-networksw.co.uk](http://www.business-networksw.co.uk) is the address.

Full of useful information – time and money saving tips, events and links to the other Business Network events on in the UK.

Feel free to visit and see what's there. Periodic updates will be emailed to you

- Viewing and printing invoices
- Looking up contact details of other members
- Viewing the people booked for the next lunch
- Looking up contact details of people you were sat with at a previous lunch



## **Membership – Business Network (SW)**

**Single Business Network** membership (Exeter)

£345 + VAT

**Single Business Network** membership (Bristol)

£333 + VAT

**Single Business Network** membership (Taunton)

£245 + VAT

**Combined Membership** of 2 Networks 12 visits per Network per year

£590 +VAT

**Combined Membership** of 2 Networks total of 12 visits per Network per year over the 2 Networks

£445 +VAT

**Membership of 3 Networks (4 Networks POA)**

£835 +VAT

### **Notes**

Membership is corporate – up to 2 decision makers can attend each event.

Membership is for 12 months and is renewed every 12 months

2011 Events are charged at £27.50 (Inc VAT) per person unless otherwise specified. Includes seminar, 2 course served lunch, drinks and coffee and numerous decision makers.

12 events per year per Network.

Membership restrictions apply per Network – 5% of total Network membership from one business sector. This will be checked when you apply for membership

Monthly payment options available – administration fee applicable – please enquire for details.

Cancelling membership – yearly memberships once paid there is no refund. Monthly paid memberships 1 months notice is required after first 12 months, cancelling within first 12 months 4 months notice required. Notice can be paid at the set monthly fee.



**The Business Network**

**The Business Network currently runs monthly lunchtime (12noon – 14.00) networking events -**

**Aberdeen, Edinburgh & Glasgow** - hosted by **Simon Morgan**  
[simon@bns.uk.net](mailto:simon@bns.uk.net)

**Cardiff, Swansea, Bridgend, Newport, Usk Valley & West Wales** - hosted by **Lynne Orton** [lynne@biznetwales.co.uk](mailto:lynne@biznetwales.co.uk)

**Warrington** - hosted by **Graham Phillips** [graham@business-network.co.uk](mailto:graham@business-network.co.uk)

**Leeds & Wakefield** - hosted by **Caroline Coward** [caroline@business-network.co.uk](mailto:caroline@business-network.co.uk)

**Nottingham** - hosted by **Peter & Sue Motley** [peter@business-network.co.uk](mailto:peter@business-network.co.uk)

**Preston** - hosted by **Karen Tems & Helen Riley** [Karen@business-network.co.uk](mailto:Karen@business-network.co.uk) [helen.riley@business-network.co.uk](mailto:helen.riley@business-network.co.uk)

**Sheffield** - hosted by **Paul & Linda Frewin**  
[info@thebusinessnetworksheffield.co.uk](mailto:info@thebusinessnetworksheffield.co.uk)

**York & North Yorkshire** - hosted by **Claire Flatters & Andrew Kendrick**  
[nwy@the-business-network.co.uk](mailto:nwy@the-business-network.co.uk)

**Exeter, Bristol & Taunton** - hosted by **Sean Humby** [sean@business-network.co.uk](mailto:sean@business-network.co.uk)

**Liverpool** – hosted by **Len Rainford** – [len@business-network.co.uk](mailto:len@business-network.co.uk)

**South Humberside & Manchester**– **Helen Bennett** - [helen@business-network.co.uk](mailto:helen@business-network.co.uk)

**South Manchester** hosted by **Karen Tems** - [Karen@business-network.co.uk](mailto:Karen@business-network.co.uk)

**Chester** – **Tracy Griffiths** – [tracy@business-network.co.uk](mailto:tracy@business-network.co.uk)

**I trust you will find this useful and I look forward  
to welcoming you as a member**

My contact details are as follows:-

Sean Humby  
Director  
Business Network (SW) Ltd  
Wyastone Business Park  
Wyastone Leys  
Monmouthshire  
NP25 3SR

Telephone: 0800 032 9763 and 01600 891584

[sean@business-network.co.uk](mailto:sean@business-network.co.uk) and [sean.humby@btconnect.com](mailto:sean.humby@btconnect.com)

[News from Business Network SW Events](#)

[LinkedIn Profile](#) with Business Network SW Linked in Group

[Twitter](#)

Do always remember that we are here to help your business to benefit from your Business Network Membership. If after several months of regular attendance it is not working for you then do please let us know. Our experience is freely at your disposal!!

It is always worth remembering that it is the familiarity gained over time that really helps to get business flowing.

