



The Business Network
Bringing Businesses Together since 1993

The Business Network specialises in offering a pleasant, professional and enjoyable format for developing business contacts within your local area; attracting businesses both large and small. This is achieved through the organisation of structured monthly lunch time events. These dynamic two-hour sessions are especially designed to bring together senior decision-makers to promote their businesses and expand their network of local and regional resources. The result is the generation of valuable business contacts, producing excellent business opportunities.

The idea for The Business Network originated in New Zealand when an Advertising Manager organised a business breakfast club on Auckland's North Shore, primarily as a way of meeting more frequently with his clients. As the 'breakfasts' became more popular he decided that the opportunity existed to make his 'business introductions' a full time operation. During May of 1989 the first New Zealand Business Network luncheon was organised attended by 42 companies. Due to its instant success a permanent membership procedure was established, creating a sole platform for local businesses to promote themselves to other local businesses. In 1993, the Business Network concept was introduced and developed in the U.K.

The Business Network has now been operating successfully across the UK since 1993. This is great news for the local business community, especially for those businesses that have yet to experience the benefits that The Business Network can offer. The Business Network specialises in organising structured lunch time events, utilising a format which creates an environment that is very much focused on doing business so that local business relationships can develop and flourish.

The structure of the events is as follows

Business seminar precedes each lunch where an expert in a particular field will present; deliver a workshop, share expertise with attendees. Following this there is an informal networking session where people register, collect name badges and a drink and have an opportunity to meet other decision makers. Lunch is called and everyone sits at a table that has been pre arranged.

Each guest attending can expect the close attention of 7 - 9 decision makers around a table, each from non-conflicting businesses. Each member of the

table is given the opportunity to explain their product or service and has a few minutes to impress why the other attendees should do business with them and refer to others. Naturally there is also a valuable opportunity to learn and benefit from the business contacts of other members and guests. The following forty minutes of the lunch bears witness to the exuberant sound of Partners, Directors and Proprietors all doing what they have come to enjoy; explaining why their organisation is so good at what it does and building great business relationships.

The attendees represent a diverse range of businesses, including Banks, Advertising Companies, Hotels, Telecommunication, Builders, Holiday Operators, I.T and local Radio Stations, to name only a few. However no more than 5% of membership is permitted from any single business sector, providing your company with a genuine competitive edge. During the session all attendees are encouraged to visit people on other tables as there may be a relevant business contact available you would like to meet. After a structured two hours the business lunch concludes and a month quickly passes before it starts over again. Attending a Business Network lunch does not commit your organisation to join the Network but it will give you the opportunity to discover for yourselves why members enjoy such a competitive advantage.

Membership of the Business Network is corporate and is open to all types and size of business; however attendance is restricted to decision makers, which for most organisations is at Owner, Partner, Director or Senior Manager level.

"There is no mystery to our growth" explains Sean Humby Director of Business Network SW, "quite simply we fulfil a need. Every business requires a constant supply of potential new customers to expand and at the same time should be looking to purchase more effectively. There is also the opportunity to develop a support network of experts as well as an army of fans signposting opportunities to you and your business. We all know that it's easier to conduct business with people you know, like and trust. The Business Network is the perfect forum to effectively achieve this."

Piece written by Sean Humby – Director of Business Network (SW) Ltd

